Understanding CLINICAL NUANCE

1. Clinical Services Differ in the Benefit Produced

Despite these differences in clinical value, a common goal of pocket care is the same: for every clinic visit within a network...

- Cardiologists: Heart Health
- Dermatologists: Mild Acne
- Urologists: Member Monitoring
- CT Imaging for Back Pain

...for all diagnostic tests...

...and for all drugs within a formulary tier

2. The Clinical Benefit Derived From a Service Depends On...

Who receives it?
Who provides it?
Where is it provided?

Example: 57 year old with Colon Cancer

- Medicare
- Insured
- Out of pocket

High Value
Low Value

and where care is provided...

Ambulatory Care Center
Hospital

V-BID Impact

Current plans...

- Increase out-of-pocket costs
- Offer one-size-fits-all non-sharing
- Limit provider access
- Medicine consumer and provider interactions

V-BID plans...

- Prevents excessive expenditures
- Increase use of high value services and providers
- Enhance clinical outcomes
- Aligns with provider intentions

Implementing Clinical Nuance: Value-Based Insurance Design

Data cost-sharing to encourage use of high-value services and providers and discourage use of low-value care