

# ALIGNING CLINICIANS AND CONSUMERS AROUND VALUE



Clinician initiatives are restructuring incentives to move from volume to value



Consumer initiatives should provide similar incentives around value

## Clinician Incentives

Implementation of ACOs, bundled payments, and global budgets rewards both clinicians and hospitals....



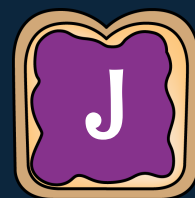
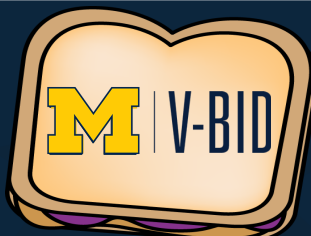
...for providing high-value services and penalizes those who deliver low-value care

## Consumer Incentives

Benefit designs that do not incorporate V-BID principles...



...do not distinguish medical services based on value and can act as a barrier to high-value care



Clinician and Consumer incentives should be aligned to promote use of high-value services and discourage low-value services