

# Understanding CLINICAL NUANCE

## #1 Clinical Services Differ in the Benefit Produced



**Office Visits**



**Diagnostic Tests**



**Prescription Drugs**

Despite these differences in clinical value, consumer out-of-pocket costs are the same for every clinician visit within a network...



**Cardiologist**  
Post Heart-Attack

**Dermatologist**  
Mild Acne

...for all diagnostic tests...



**Blood Sugar Monitoring**

**CT Imaging for Back Pain**

...and for all drugs within a formulary tier



**Statins**

**Anti-Depressants**

**Toenail Fungus Rx**

**Heartburn Treatment**

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



**Who** receives it



**Who** provides it



**Where** it's provided

who receives it...

Example: Screening for Colorectal Cancer



**Screening Recipients**



First-degree relative of colon cancer sufferer



**Exceptional Value**

Average risk 50 year old



**High Value**

30 year old with no family history of colon cancer



**Low Value**

who provides it...



**High Performance**

**Poor Performance**

and where care is provided...



**Ambulatory Care Center**

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**Hospital**

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## Implementing Clinical Nuance: Value-Based Insurance Design

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

### V-BID Impact

Current plans...

Increase out-of-pocket costs

Offer one-size-fits-all cost-sharing

Limit provider access

Misalign consumer and provider incentives

V-BID plans...

Promote efficient expenditures

Increase use of high-value services and providers

Enhance clinical outcomes

Align with provider initiatives

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