



## **CMS Medicare Advantage Call Letter encourages V-BID demo**

**Washington, D.C. February 21, 2014** -- The [CMS Innovation Center](#) issued a [2015 call letter](#) seeking to partner with private payers to test innovations including, but not limited to, V-BID, beneficiary engagement, incentives, and/or care coordination to lower costs and improve quality for Medicare, Medicaid and CHIP beneficiaries. (Section begins on page 113). A new [blog post](#) with more information is available.

For more information on [V-BID and Medicare Advantage](#), please visit our [website](#) or contact us at 734-615-9635 or [vbidcenter@umich.edu](mailto:vbidcenter@umich.edu).

**The University of Michigan Center for Value-Based Insurance Design leads in research, development, and advocacy for innovative health benefit plans.**