

# 2026 V-BID Center Advisory Board Meeting

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March 10, 2026



# Meeting Logistics



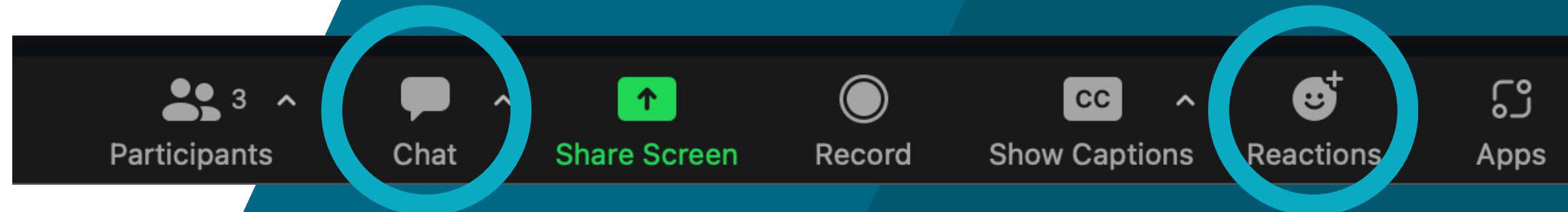
At this time, please:

- turn your microphone **off**
- turn your webcam **on**
- select “Active Camera” view from the view tab

We would like this meeting to be as interactive as possible.

When you would like to make a comment and/or ask a question, please **raise your hand** (under the “More” or “Reactions” tab) or submit via the **chat function**.

- Mark will do his best to call on members in the order that questions are submitted.
- When it is your turn to speak, please unmute yourself.

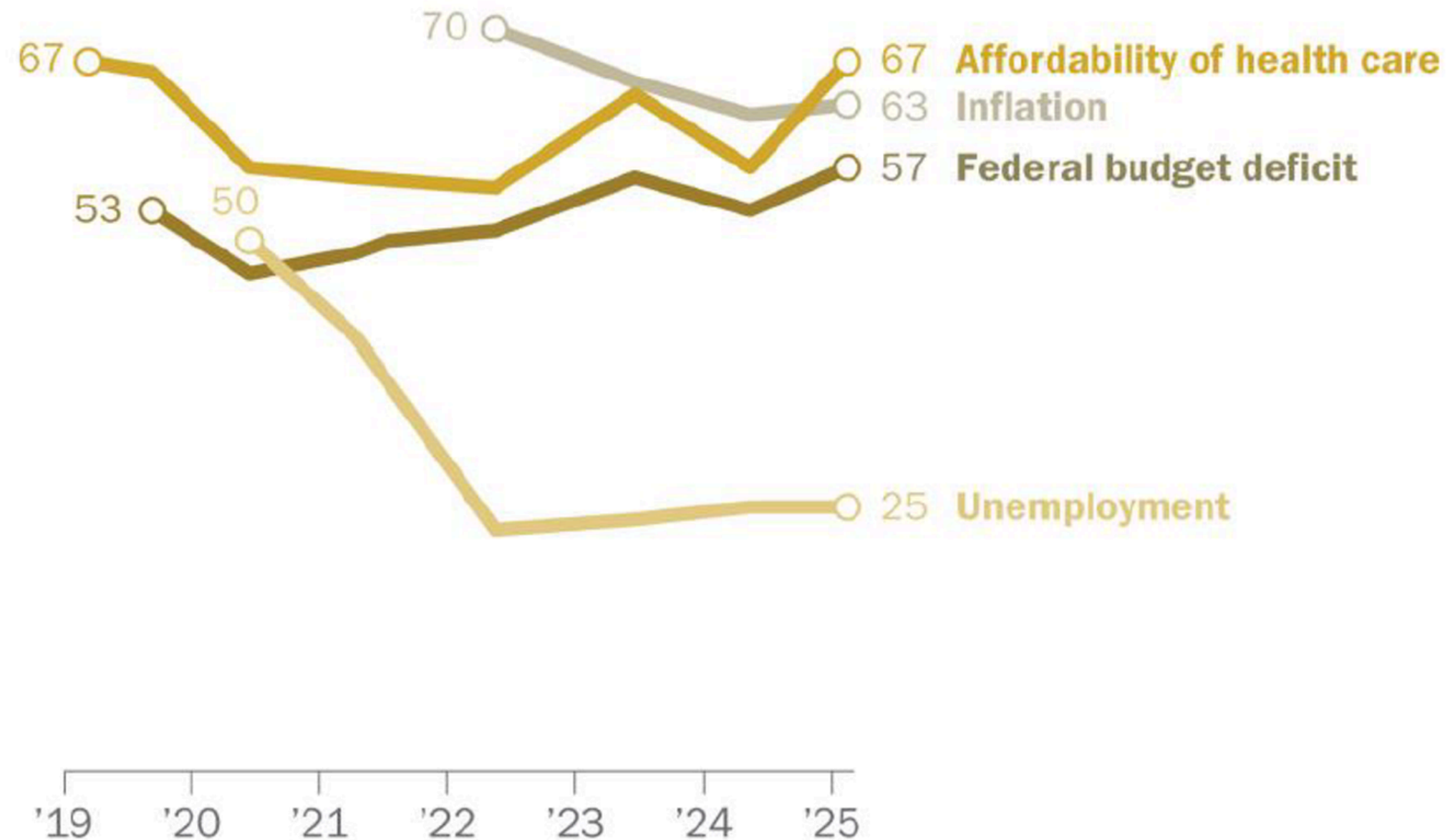




# Health care costs, inflation and federal deficit are top concerns for public; unemployment remains low



*% who say each of the following is a **very big problem** for the country today*



Note: Refer to the topline for a full list of items and trends.  
Source: Survey of U.S. adults conducted Jan. 27-Feb. 2, 2025.

**PEW RESEARCH CENTER**

# OUR MISSION

Since its launch in 2005, the V-BID Center has collaborated with multiple stakeholders to identify, evaluate, and implement strategies that improve access to essential care, enhance equity, and improve the efficiency of the health care delivery system.

# INSPIRATION (STILL)



“ I can't believe you had to spend a million dollars to show that if you make people pay more for something, they will buy less of it. ”

-Barbara Fendrick (my mother, 1934-2024)

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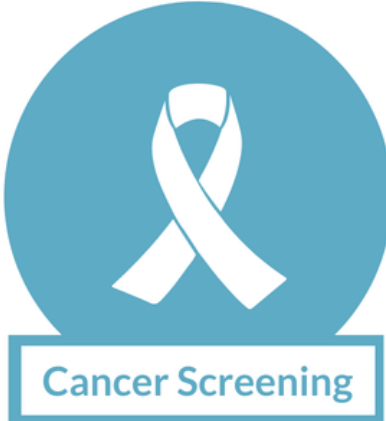
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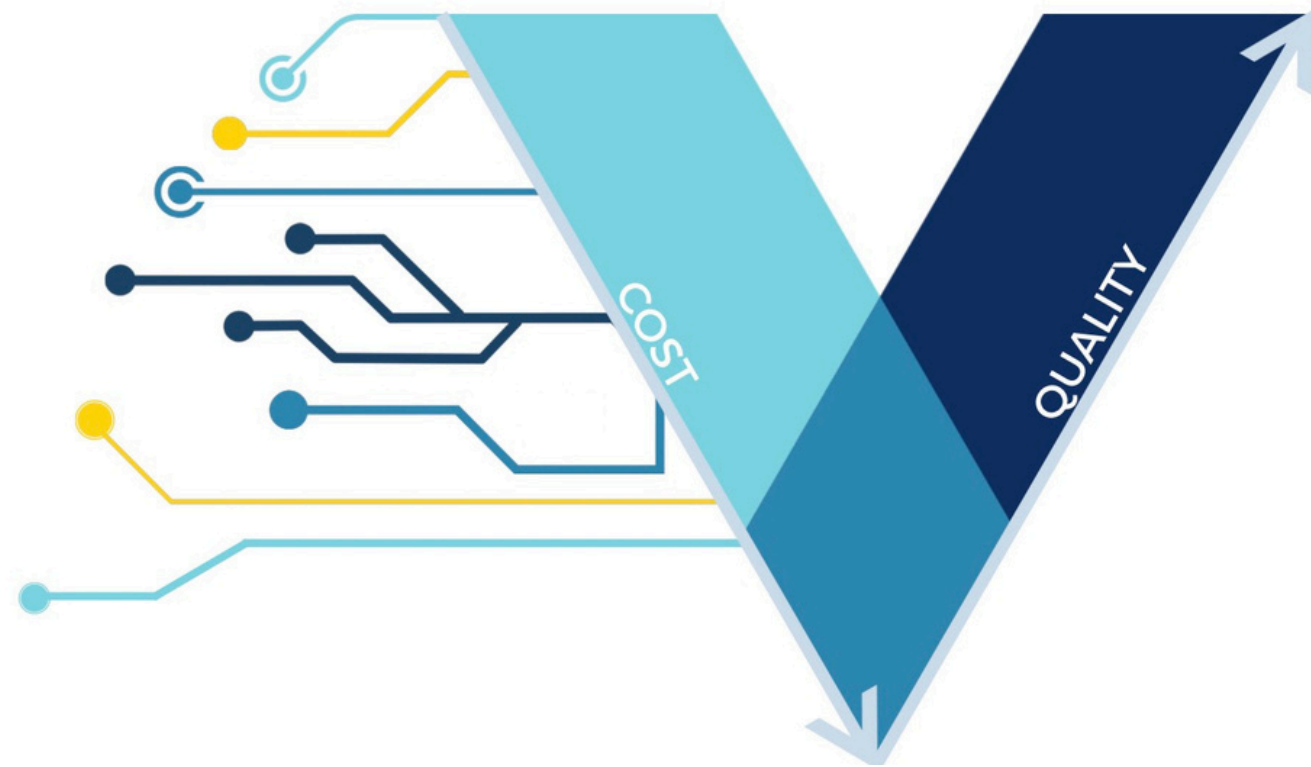
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RESEARCH • PROGRESS • HOPE

# STRATEGIC PLAN

To advance our mission, the Center is focusing on several strategic equity enhancing initiatives, including:



# Today's Agenda:



## Welcome

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## New Member/New Role Introductions

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Updates and accomplishments on key strategic initiatives:

- ACA Preventive Care Provision Upheld
- MA V-BID Unwinding
- Inflation Reduction Act
- One Big Beautiful Bill Act
- 2027 ACA proposed rule calls for role for V-BID
- Low-Value Care
- Closing the Cancer Screening Coverage Gap
- Other topics of interest

Center Communication Activities  
2026 Summit Information

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## Adjourn

# THANK YOU TO OUR RETIRING AD BOARD MEMBERS!



Jill Berger



David Mirkin



Lonny Reisman

# Today's Agenda:



Welcome

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on key strategic initiatives:

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Center Communication Activities  
2026 Summit Information

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Adjourn

# ACA PREVENTIVE CARE PROVISION



This content is available to subscribers.

PERSPECTIVE

# Preventive Care at the Supreme Court

**Author:** Nicholas Bagley, J.D. [Author Info & Affiliations](#)

Published July 23, 2025 | DOI: 10.1056/NEJMp2506684 | Copyright © 2025

- Supreme Court upheld the ACA preventive care mandate
- HHS Secretary can exercise control over the task force



## The Consequences of the Kennedy v Braidwood Ruling on Thoracic Surgeons and Their Patients

Nicole M Mott<sup>1</sup>, Robert A Meguid<sup>2</sup>, A Mark Fendrick<sup>3</sup>



## The Consequences of the *Kennedy v. Braidwood* Supreme Court Ruling on Fall Prevention

Geoffrey J. Hoffman<sup>1</sup> | A. Mark Fendrick<sup>2</sup>



## The Potential Impact of the Kennedy v. Braidwood Supreme Court Decision on Hepatitis C Diagnosis and Treatment in the United States



Current Issues

## *Kennedy v. Braidwood* and Weight Management Preventive Services: A Renewed Opportunity for Improved Health

Nina E. Hill MD, MS<sup>1,2,3</sup> ✉, A. Mark Fendrick MD<sup>1</sup>



## Kennedy v Braidwood Ruling Affects Women and Cervical Cancer Screening

Alisa P. Young, MD,† Marie Claire O'Dwyer, MB, Bch, BAO, MPH,† Roger Smith, MD, Natalie Saunders, MD, Elizabeth Campbell, MD, A. Mark Fendrick, MD,\* and Diane M. Harper, MD, MPH, MS\*



COMMENTARY | FEBRUARY 06 2026

## Beyond No-Cost Screening: Ensuring Completion of the Colorectal Cancer Screening Continuum after *Kennedy v. Braidwood* 🛒

Jordan Anders-Rumsey ✉; Uri Ladabaum; A. Mark Fendrick

# DISCUSSION

# V-BID IN MEDICARE

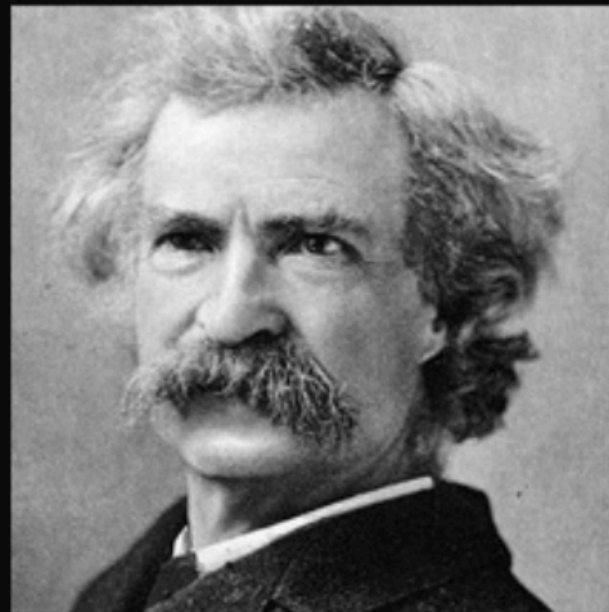


## R.I.P. VBID. IS MEDICARE ADVANTAGE ALONE OR WILL IT GO BEYOND?

ANALYSIS | BY [LAURA BEERMAN](#) | FEBRUARY 27, 2025

## R.I.P. VBID? (PART 2)

ANALYSIS | BY [LAURA BEERMAN](#) | MARCH 04, 2025



The report of my death was an exaggeration.

~ Mark Twain

# INFLATION REDUCTION ACT

## More than Drug Price Negotiation

# Inflation Reduction Act of 2022 Includes Several V-BID Elements

- Caps Medicare patients' out-of-pocket costs for insulin at \$35 per month
- Covers adult vaccines recommended by the Advisory Committee on Immunization Practices under Medicare Part D without cost-sharing
- Caps Medicare patients' out-of-pocket costs at \$2,000 per year, with the option to break that amount into affordable monthly payments



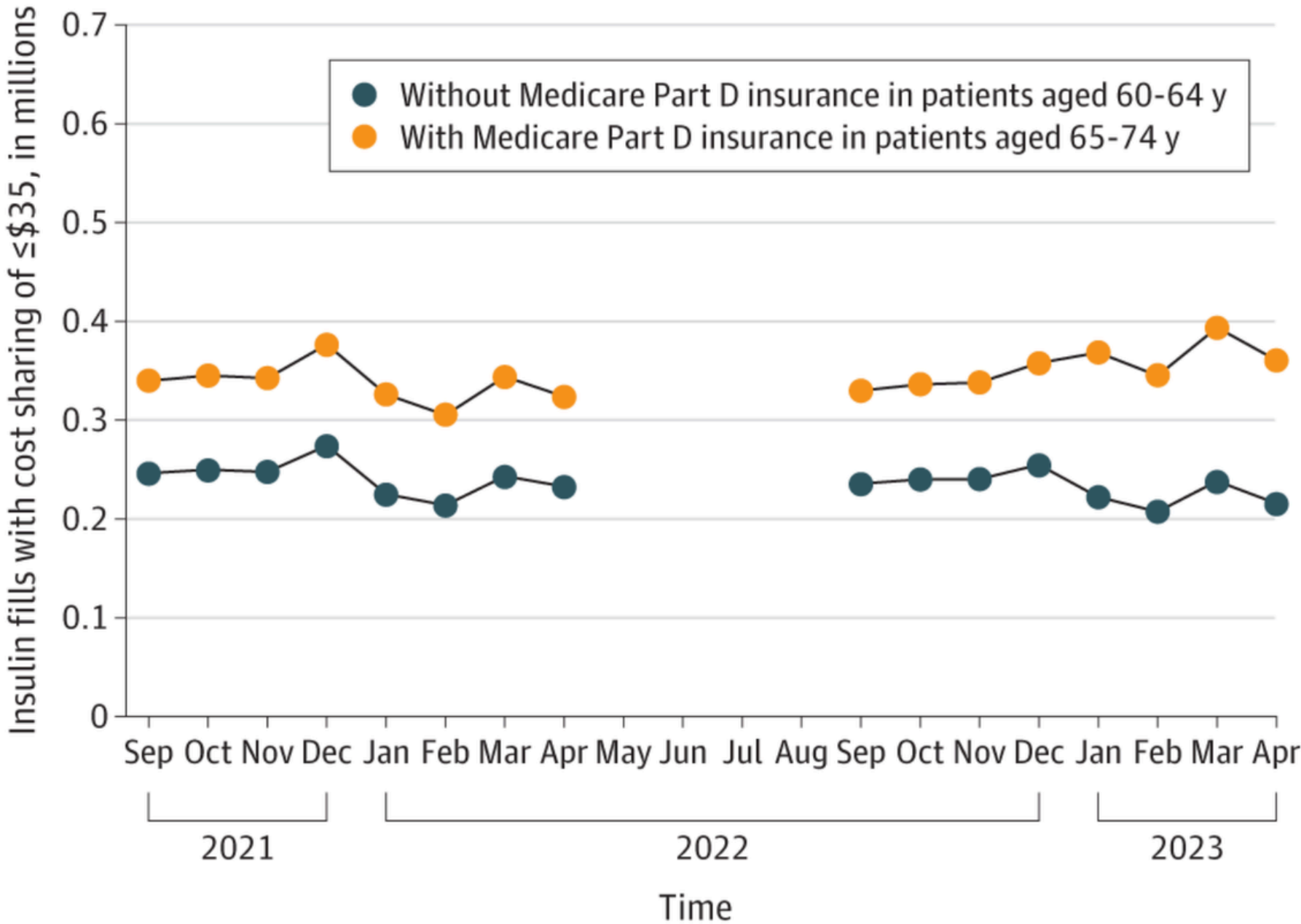
July 24, 2023

# Insulin Fills by Medicare Enrollees and Out-of-Pocket Caps Under the Inflation Reduction Act



Rebecca Myerson, MPH, PhD<sup>1</sup>; Dima M. Qato, PharmD, MPH, PhD<sup>2</sup>; Dana P. Goldman, PhD<sup>3</sup>; John A. Romley, PhD<sup>3</sup>

**B** Insulin fills with cost sharing of ≤\$35



While insulin fills increased among Medicare Part D enrollees after the cap, the number of fills for those without Medicare dropped during the same period.

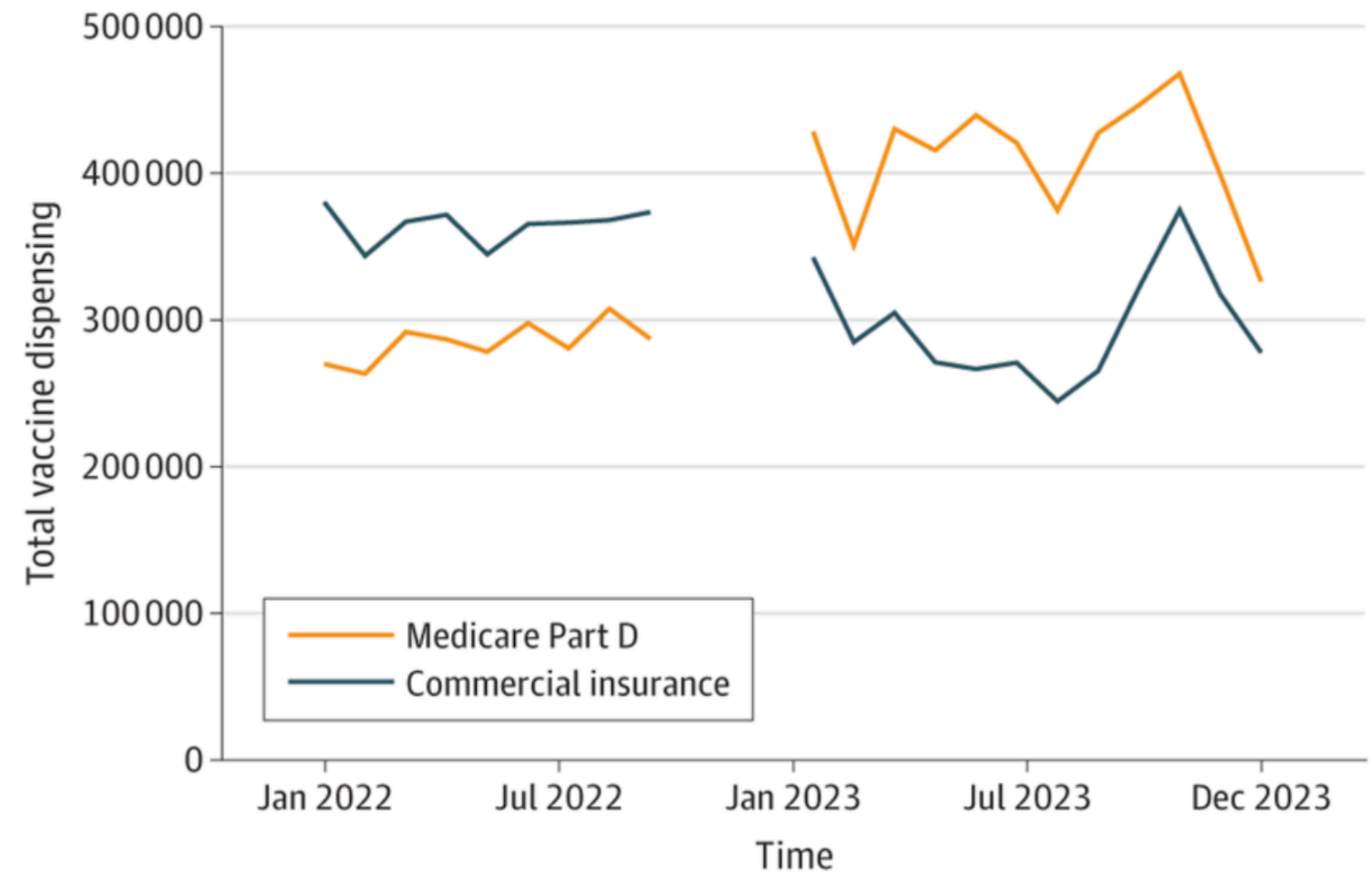
# Shingles Vaccination in Medicare Part D After Inflation Reduction Act Elimination of Cost Sharing

Dima M. Qato, PharmD, MPH, PhD<sup>1,2</sup>; John A. Romley, PhD<sup>2,3</sup>; Rebecca Myerson, MPH, PhD<sup>2,4</sup>; et al

[» Author Affiliations](#) | [Article Information](#)



**Figure. Shingles Vaccine Dispensing With Commercial and Medicare Part D Insurance From January 2022 to December 2023<sup>a</sup>**



<sup>a</sup>These data are from IQVIA's National Prescription Audit and measure monthly dispensing for shingles vaccines administered at retail pharmacies.

Following the IRA implementation, Part D shingles vaccinations increased by 46% and decreased among commercial insurance over the same period

Medicare out-of-pocket cost cap, with the option to break that amount into affordable monthly payments



## **Estimated True Out-of-Pocket Cost Changes From the Inflation Reduction Act on Medicare Part D Beneficiaries With Cancer**

Aryana Sepassi, PharmD, MAS, Nico Gabriel, MA, Sean D. Sullivan, PhD, A. Mark Fendrick, MD, Jason A. Zell, DO, MPH, Dana B. Mukamel, PhD

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Option to break that amount into affordable monthly payments



## **Potential Impact of the Medicare Prescription Payment Plan for Medicare Part D Beneficiaries With a Cancer Diagnosis**

Aryana Sepassi, PharmD, MAS<sup>1</sup> ; Scott D. Ramsey, MD, PhD<sup>2</sup> ; A. Mark Fendrick, MD<sup>3</sup>; Nico Gabriel, MA<sup>1</sup>; Jason A. Zell, DO, MPH<sup>4</sup> ; Dana B. Mukamel, PhD<sup>5</sup> ; and Sean D. Sullivan, PhD<sup>6</sup>

# DISCUSSION

ONE BIG BEAUTIFUL BILL ACT

# One Big Beautiful Bill Act (OBBBA) Includes Several V-BID Elements

- Permanently allowing telehealth to be covered without disqualifying an HSA
- Direct Primary Care (DPC) arrangements no longer prevent HSA contributions, provided their cost is within certain limits
- Expanding HSA Eligibility to include individuals with Bronze and Catastrophic ACA plans

# HHS NOTICE OF BENEFIT AND PAYMENT PARAMETERS FOR 2027 PROPOSED RULE

# 2027 ACA Marketplace Proposed Rule Calls for Role for V-BID in Catastrophic Plans

- Multiyear catastrophic plans would be permitted to use value-based insurance designs to cover preventive services over and above those that currently must be covered under certain recommendations and guidelines before an enrollee satisfies the deductible or hits the out-of-pocket maximum.
- Additionally, CMS proposes to change the permissible cost-sharing parameters for bronze plans and to update cost-sharing requirements for catastrophic plans, beginning in 2027.
- Build on VBID-X?

# V-BID X: Creating A Value-Based Insurance Design Plan For The Exchange Market



Haley Richardson, Michael Budros, Michael E. Chernew, A. Mark Fendrick

JULY 15, 2019

10.1377/hblog20190714.437267

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## High Value Generic Drug Classes with Zero Cost Sharing

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ACE inhibitors and ARBs  
Anti-depressants  
Antipsychotics  
Anti-resorptive therapy  
Antiretrovirals  
Antithrombotics/anticoagulants  
Beta blockers  
Buprenorphine-naloxone  
Glucose lowering agents  
Inhaled corticosteroids  
Naloxone  
Rheumatoid arthritis medications  
Statins  
Thyroid-related  
Tobacco cessation treatments

MAY 08, 2020 | MORE ON MEDICARE & MEDICAID

# CMS promotes value-based insurance design in final payment notice for 2021



Much of CMS's framework—including a list of high-value services that insurers could cover with little no impact on premiums but better care incentives—comes from the [University of Michigan's Center for Value-Based Insurance Design](#). The list includes a number of the same preventive care benefits that can be newly provided by a high-deductible health plan paired with a health savings account on a pre-deductible basis under [Treasury guidance](#) from July 2019.

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## High Value Branded Drug Classes with Reduced Cost Sharing

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Anti-TNF (tumor necrosis factor)  
Hepatitis C direct-acting combination  
Pre-exposure prophylaxis for HIV (PrEP) <sup>1</sup>

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## Specific Low Value Services Considered

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Proton beam therapy for prostate cancer  
Spinal fusions  
Vertebroplasty and kyphoplasty  
Vitamin D testing

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# DISCUSSION

# LOW-VALUE CARE



## **WISeR (Wasteful and Inappropriate Service Reduction) Model**

Examples of selected items and services include:

- skin and tissue substitutes;
- implantation of electrical nerve stimulators;
- knee arthroscopy for knee osteoarthritis







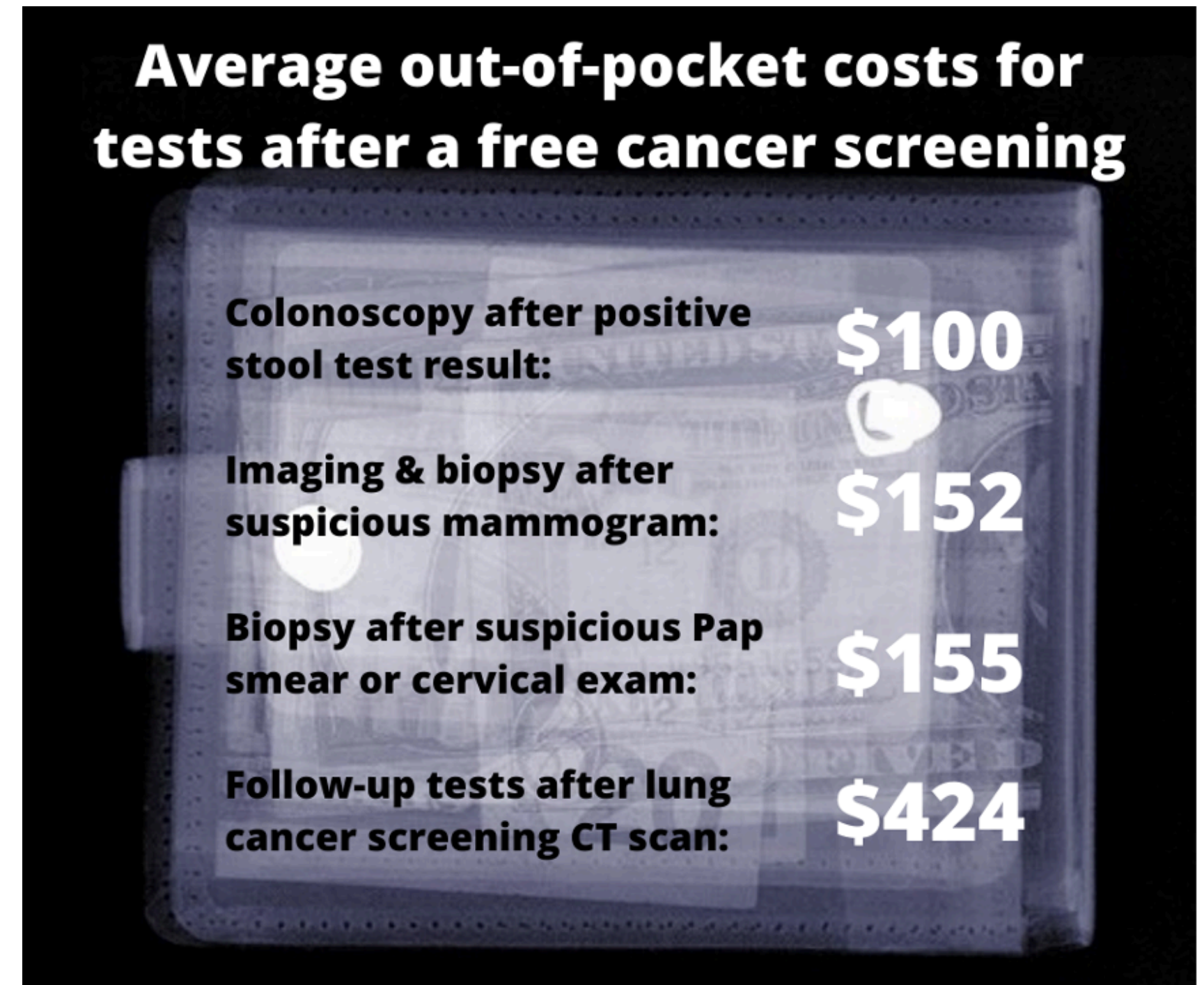
# The Push to End Cancer Screening Purgatory

SEPTEMBER 29, 2022

# Your Free Cancer Screen Shows Trouble: What If You Can't Afford the Follow-Up?

V-BID Center research reported that out-of-pocket costs are common and non-trivial for necessary follow-up testing after initial, abnormal no-cost cancer screening test.

- Breast 
- Cervical 
- Colorectal 
- Lung 



## Redefining Cancer Screening Coverage—Screening to Diagnosis



Crystal D. Taylor, MD, MPH, MS<sup>1</sup>; A. Mark Fendrick, MD<sup>2</sup>; Lesly A. Dossett, MD, MPH<sup>1</sup>

## The Cost to Breathe: Eliminating Cost Sharing Associated with Lung Cancer Screening



J'undra N. Pegues<sup>1,5</sup>, Erin E. Isenberg<sup>2,4,6</sup>, and A. Mark Fendrick<sup>3</sup>

## Eliminating Consumer Cost-Sharing for the Entire Prostate Cancer Screening Pathway



Check for updates

Arnav Srivastava and A. Mark Fendrick

## Coverage for the Entire Cervical Cancer Screening Process Without Cost-Sharing: Lessons From Colorectal Cancer Screening



Allison Ruff, MD, MPHE<sup>a,\*</sup>, Diane M. Harper, MD, MPH, MS<sup>b,c,d</sup>,  
Vanessa Dalton, MD<sup>c</sup>, A. Mark Fendrick, MD, MPH<sup>a</sup>

# American Cancer Society Position Statement on the Elimination of Patient Cost-Sharing Associated with Cancer Screening and Follow-up Testing





- It is the position of the ACS that cancer screening should be understood as a continuum of testing rather than a single screening test.
- Screening is a process that includes a recommended screening test and all follow-up tests described as diagnostic and judged to be integral and necessary to resolve the question of whether an adult undergoing screening has cancer.
- These tests should be covered without any patient cost-sharing consistent with the 2022 FAQ specifying no patient cost-sharing for follow-up colonoscopy after a positive non-colonoscopy colorectal cancer screening examination.
- Insurers must cover and should not impose cost-sharing for these recommended examinations, regardless of the patient's designated risk.



# Significant progress on policies that provide first dollar coverage of the entire cancer screening continuum - 3 down, 1 to go

## Cancer screening services:

What's covered at no cost to the patient?

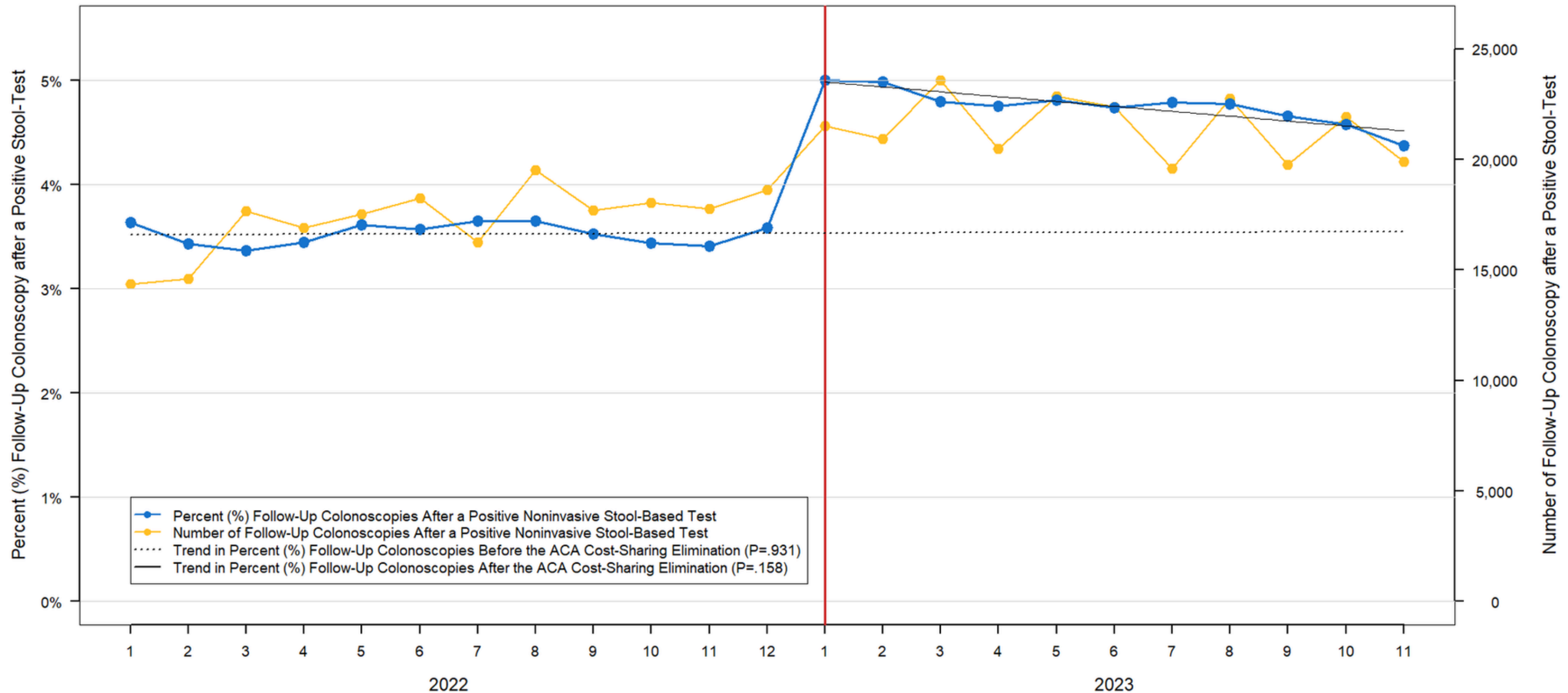
Screening covered for eligible individuals	Follow-up diagnostic services	Screening navigation services
<b>Colorectal cancer</b> (e.g. stool test or colonoscopy) 	<b>Colonoscopy after non-invasive test</b> (as of 2023)	Not included in no-cost coverage
<b>Breast cancer</b> (Screening mammography) 	<b>Mammography, MRI, ultrasound, or biopsy</b> (as of 2026)	<b>Personal assessment, education, referrals to services</b> (as of 2026)
<b>Cervical cancer</b> (Pap test +/- HPV test, or self-collected HPV test) 	<b>Additional testing needed to complete screening</b> (as of 2027)	<b>Personal assessment, education, referrals to services</b> (as of 2026)
<b>Lung cancer</b> (Low-dose CT) 	Not included in no-cost coverage	Not included in no-cost coverage

As of Winter 2026 - Michigan Medicine/University of Michigan VBID Center

# Completing the colorectal cancer screening process: impact of eliminating cost-sharing for follow-up colonoscopy



Mallik Greene<sup>a</sup>, Quang A. Le<sup>a</sup>, A. Burak Ozbay<sup>a</sup>, Jordan J. Karlitz<sup>a</sup> and A. Mark Fendrick<sup>b</sup>





# NCQA Is Developing a New HEDIS Measure for Colorectal Cancer Screening Follow-Up

# DISCUSSION

# Additional Areas of Interest

- Virtual Care
- Prior Authorization / Utilization Management
- Unhealthy Weight / Obesity Management
- Maternal Care
- Environmental Impact of Medical Services
- Functional Disabilities
- Multi-cancer Early Detection
- Inappropriate Medication Use / De-prescribing

# DISCUSSION

# COMMUNICATIONS



# OUTREACH



12.3K ListServ Contacts

+1,120 new contacts



17 V-BID Center newsletters

+10% newsletter engagement



500+ Summit Webinar Registrants



57K Website Visits

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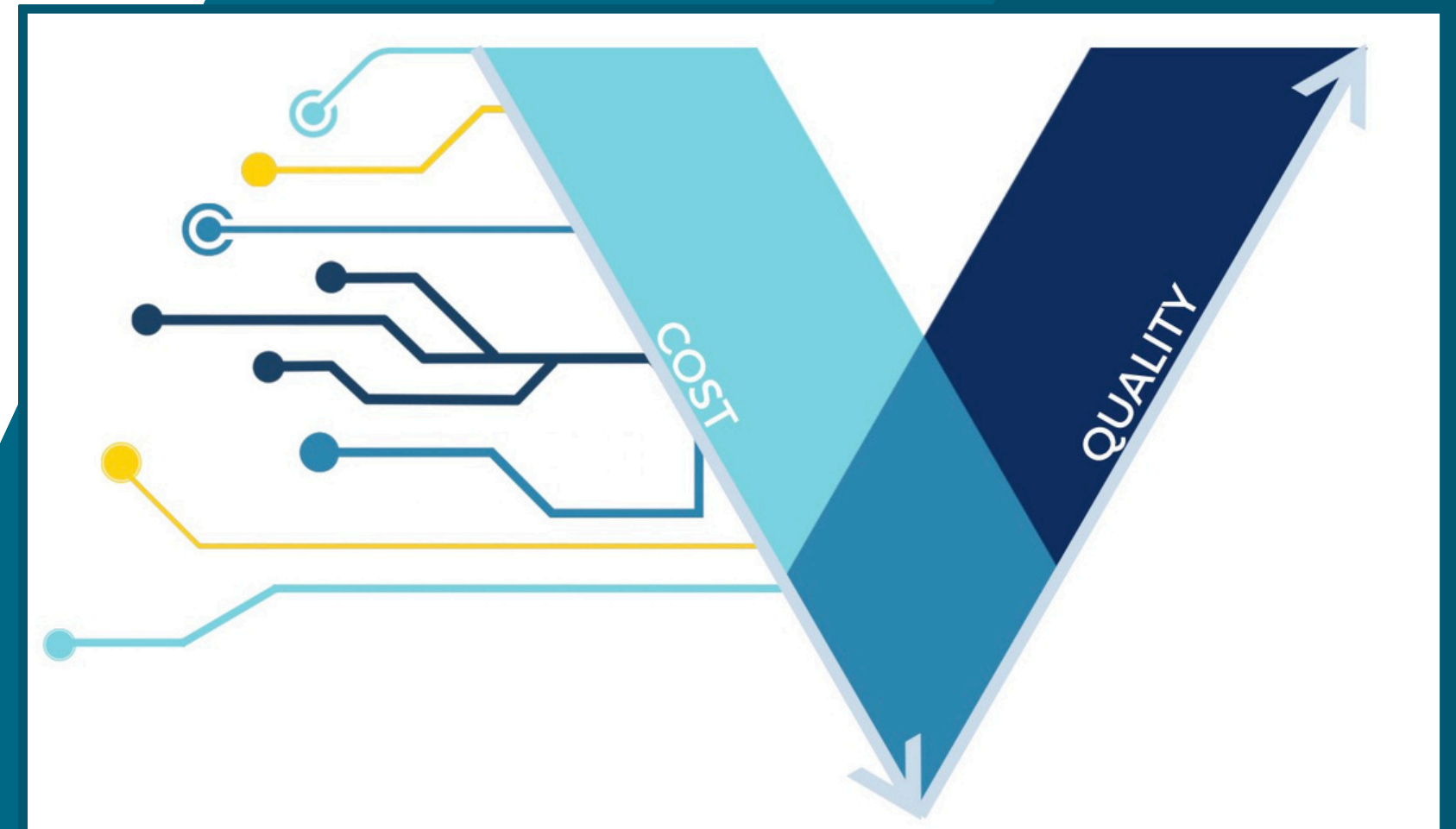


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Please join us for our  
virtual V-BID Summit!



Tomorrow, March 11th  
12-4 PM ET



# VIRTUAL SUMMIT AGENDA

SESSION 1 | 12:05-1:00 PM ET

## SESSION 1: FIRESIDE CHAT WITH CMMI ADMINISTRATOR ABE SUTTON



**ABE SUTTON**

Director of the Center for Medicare and Medicaid Innovation & Deputy Administrator for the Centers for Medicare and Medicaid

SESSION 2 | 1:00-1:45 PM ET

## SESSION 2: EMPLOYING INNOVATIVE TECHNOLOGY TO ENHANCE VALUE AND REDUCE WASTE

### SPEAKERS



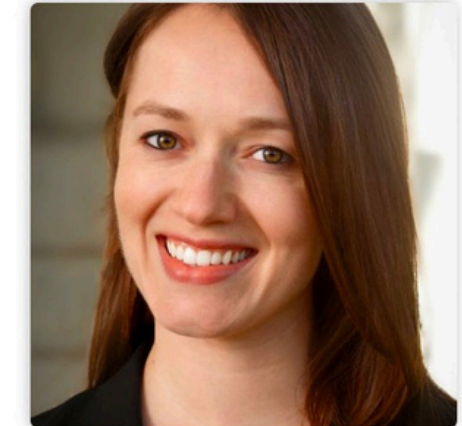
**MICHAEL CHERNEW**

Director  
Harvard Medical School



**JEREMY FRIESE**

Founder & CEO  
Humata Health



**HANNAH NEPRASH**

Associate Professor in the Division of Health Policy and Management  
University of Minnesota School of Public Health

SESSION 3 | 2:00-2:45 PM ET

## SESSION 3: ACCESS TO EVIDENCE-BASED PREVENTIVE CARE SERVICES

### SPEAKERS



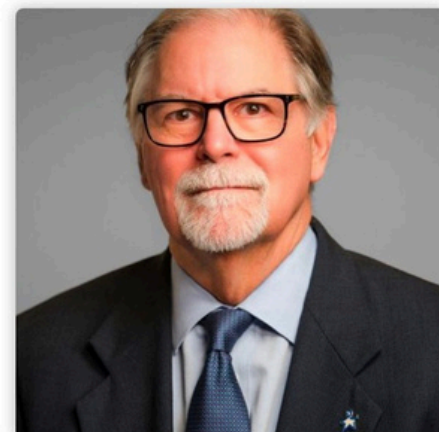
**SUSANNAH BERNHEIM**

HHS  
*Invited*



**RICHARD HUGHES IV**

Partner  
Epstein, Becker & Green



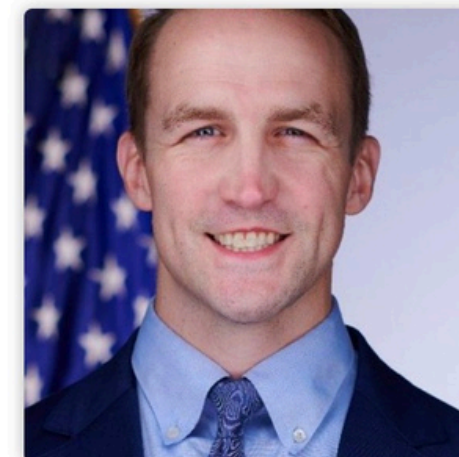
**ROBERT SMITH**

Senior Vice President  
Early Cancer Detection Science  
American Cancer Society

SESSION 4 | 2:45-3:30 PM ET

## SESSION 4: FUTURE OF VALUE-BASED CARE IN THE MEDICARE PROGRAM

### SPEAKERS



**JACOB QUINTON**

Chief Medical Officer Original Medicare  
CMS



**MARA MCDERMOTT**

CEO  
Accountable for Health



**FARZAD MOSTASHARI**

CEO  
Alidade

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the Summit information  
with your colleagues!



[www.vbidcenter.org/virtual-  
v-bid-summit-2026/](http://www.vbidcenter.org/virtual-v-bid-summit-2026/)