



Price and Cost Transparency and the Connection to Quality

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Overview

- Transparency drives improvement
- Consumer perceptions
- Getting purchasers what they need
- NCQA's advice

Transparency Drives Improvement

Attention for Nephropathy for Diabetics— Commercial HMOs



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What we know from focus groups

- Uninsured seem most open to considering cost and quality
 - “Staying at the Ritz but paying Motel 6”
 - “Who wouldn’t want best quality for lowest cost?”
- Others can be taught that the cost and quality are independent
 - Some revert to thinking cost and quality are tradeoffs



What purchasers need



- Value-based insurance design
- Centers of excellence
- Payment and delivery system reform
- Reference pricing

Supports for getting what purchasers need



- Pay for value health plans
- Transparency
- Patient activation

News on narrow networks comes out almost every day

The Washington Post

Insurers restricting choice of doctors and hospitals to keep costs down

November 20, 2013



Doctors Complain They Will Be Paid Less By Exchange Plans

November 20, 2013

NCQA's advice



- Use PCMH models to get better value from primary care and reduce utilization
- Focus on specific topics for price/quality transparency
- Advocate and participate in community-level information exchange

I'd like to hear what you think

