

Price and Cost Transparency and the Connection to Quality

Margaret E. O'Kane, NCQA President December 3, 2013

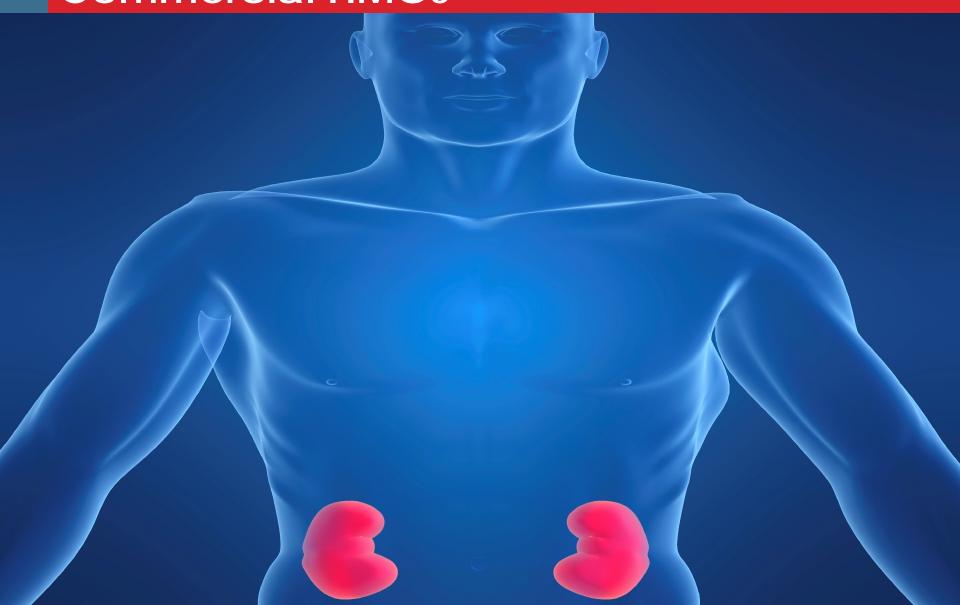
Overview

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

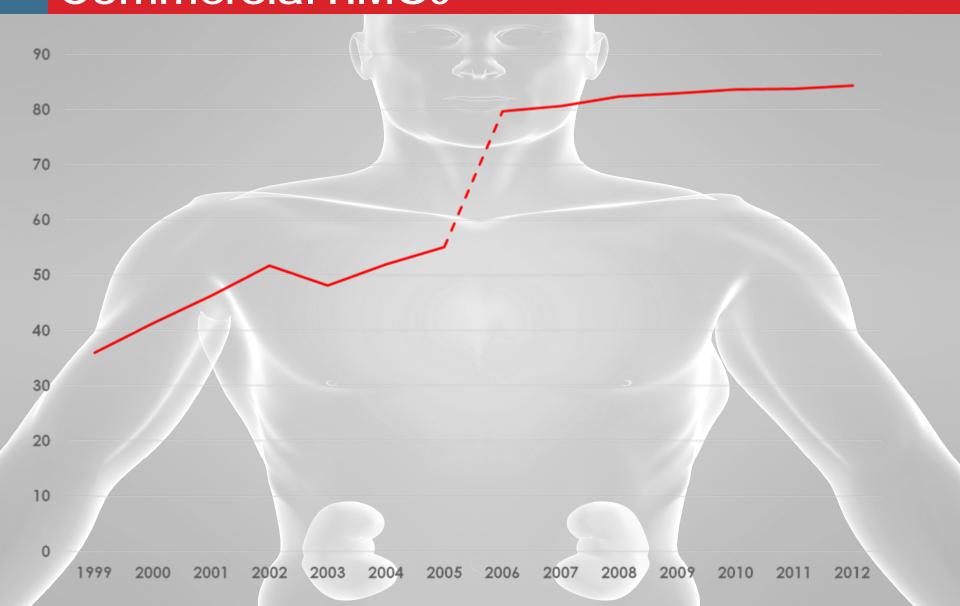


Transparency Drives Improvement

Attention for Nephropathy for Diabetics—Commercial HMOs



Transparency Drives Improvement Attention for Nephropathy for Diabetics— Commercial HMOs



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?"
- Other s 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



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

