



# Pay for Quality in Brazil

## Unimed System

P4P Summit 2011  
San Francisco

# Brazil: 7th biggest GNP, 6th biggest private health market in the world

## Annual expenditure in health (US dollars) 2010

US\$ 1.2 Trillion

US\$ 4000 per capita



US\$ 61.5 Billion

US\$ 674 per capita



US\$ 117.4 Billion

US\$ 157 per capita



Germany US\$ 89.3 Billion  
Japan US\$ 69.2 Billion  
France US\$ 64.6 Billion

Fonte: IMF, Panorama Econômico Mundial, abr 2010.

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# How is the Brazilian health sector organized?

The system is predominantly private and market-oriented

**US\$ 130.7 billion = 8.4% of the GNP**

SUS  
(Public and universal)

Private health sector  
(23% of the population)

43.2% of the expenses

US\$ 54.9 billion/year

61.5 million\*

56.8% of the expenses

US\$ 75.8 billion/year

Health plans and out-of-pocket expenses with medication, hospital care and other services



\*In September 2009. Sources: ANS and IBGE (2009)

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# The Unimed System

- The world's biggest health cooperative model
- Founded in 1967
- 373 medical cooperatives
- 110,000 physicians
- 17 million clients  
and 73,000 companies served
- Consolidated billing  
of US\$17 billion (2010)



# Unimed-Belo Horizonte (UBH):

## Some of our figures

One of the 373 nonprofit medical cooperatives

**970,000**

clients in our portfolio,  
with 85% satisfaction

**R\$ 1.57 bi**

annual gross income

**5,000**

physicians with  
82% satisfaction

**75%**

clients covered through  
their employers

**50%**

of health plan  
market in BH

**Owns 10 facilities**

8 out-patient and  
2 hospitals (352 beds)

**40,000**

clients monitored in  
P4Q health care programs

**288**

In contracted network:  
hospitals, labs  
and clinics



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# Improving quality care

More financial resources,  
aligned to quality



**Pay for Hospital Accreditation  
(incentives to hospitals)**

**Chronic Disease P4Q  
(incentives to physicians)**

Increased overall efficiency

Pay for information

Reductions in readmissions, length of stay and hospital-induced infections

Quality of ambulatory care (diabetes, renal failure, depression, childhood asthma)

Continuing education and adoption of ongoing improvement measures

Health promotion and prevention (cancer screening – mammography, cervix cancer and colon cancer)

Patient satisfaction

Patient satisfaction

# 2 P4Q Programs



## Pay for Hospital Accreditation

US\$ 50 million invested (5 years)

46 providers accredited (labs, clinics and hospitals)

23 hospitals have been accredited, 7 highest level possible



## Chronic Disease P4Q

US\$ 55.000 in incentives for physicians (5 years)

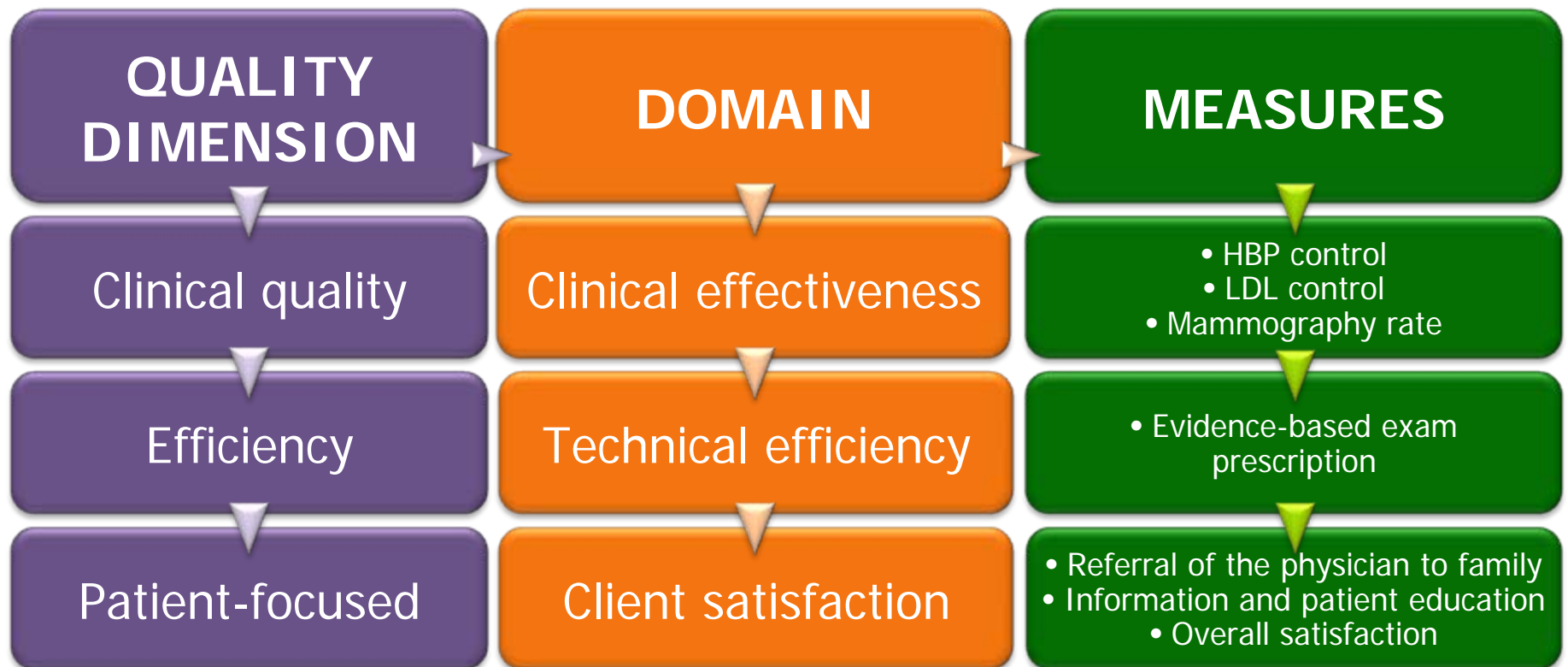
310 physicians

40.000 patients benefited

# Goals for 2011

## Reach more physicians and patients

UBH is re-designing, refining and developing new approaches to increase health outcomes





# UBH care delivery reform

➤ Learn from models of high performance organizations:

Group Health Cooperative  
Geisinger Clinic  
Mayo Clinic  
Kaiser Permanente  
SaludCoop (Colombia)

➤ The message is clear:  
Patient centeredness  
Investments in primary care  
IT (EMR and tools to support best practice)  
Evidence-based medicine  
And PAYMENT REFORM – P4Q)



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The image shows the illuminated green Unimed logo on the roof of a building at night. The logo consists of the word "Unimed" in a bold, sans-serif font, followed by a stylized green arrow pointing upwards and to the right. The building's entrance is visible below, featuring a covered walkway supported by white columns and a wall with green mosaic tiles. The sky is dark with some clouds, and the overall scene is lit by the building's interior and exterior lights.

Unimed

# Obrigado

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