



Medicare Advantage Value-Based Insurance Design Model



*National Medicare
Advantage Summit*

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VBID Model Overview

- The Value-Based Insurance Design (VBID) model grants a limited waiver of Medicare Advantage uniformity requirements, in order to permit organizations to introduce plans with clinically-nuanced VBID elements into their benefit designs.
- 5 year model test began January 1, 2017
- Voluntary participation by MA & MA-PD plans
- No additional payment to plans

Clinical Conditions

When determining the VBID target enrollees, plans have the options of either:

1. Target Enrollees Using CMS Defined Chronic

1. Diabetes	6. Coronary Artery Disease
2. Chronic Obstructive Pulmonary Disease (COPD)	7. Mood disorders
3. Congestive Heart Failure (CHF)	8. Rheumatoid Arthritis
4. Patient with Past Stroke	9. Dementia
5. Hypertension	

2. Propose a Methodology to Target VBID Enrollees

- a) Identifies enrollees with a different chronic conditions than those previously established by CMS. (examples: obesity/pre-diabetes, asthma, or tobacco use)
- b) Modifies the existing CMS-approved chronic condition category to target a broader or smaller subset.

V BID Intervention Types and Examples

1. Reduced Cost Sharing for High-Value Services, Supplies, Part D Drugs

- \$5 co-pays for eye exams for diabetics; \$0 co-pays for ACE inhibitors for enrollees who have previously experienced a heart attack.

2. Reduced Cost Sharing for High-Value Providers

- \$0 co-pays for diabetics who visit PCP's with track record of controlling Hba1c levels; \$0 co-pays for non-emergency surgeries at cardiac centers of excellence.

3. Reduced Cost Sharing for Disease Management Participation

- Elimination of primary care co-pays for diabetes patients who meet with a case manager.

4. Coverage of Extra Supplemental Non-Covered High-Value Benefits

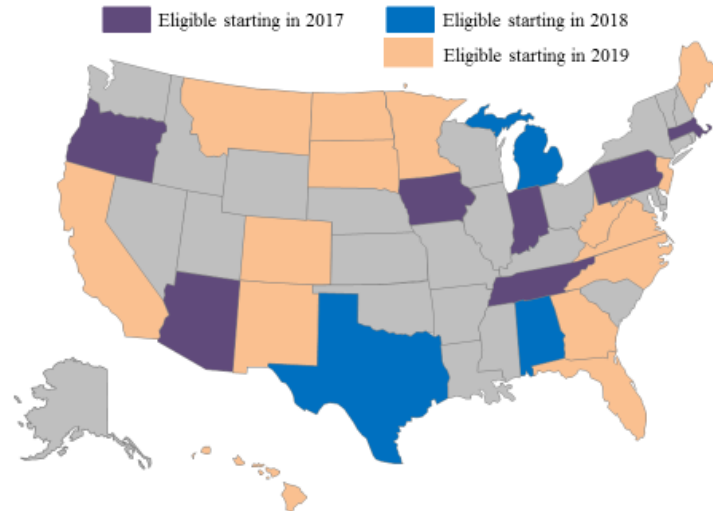
- Extra coverage of smoking cessation for COPD patients.

Geographic Scope

MA or MA-PD plan must be located in one of the following 25 states.

2018: Alabama, Arizona, Indiana, Iowa, Massachusetts, Michigan, Oregon, Pennsylvania, Tennessee, and Texas.

2019: California, Colorado, Florida, Georgia, Hawaii, Maine, Minnesota, Montana, New Jersey, New Mexico, North Carolina, North Dakota, South Dakota, Virginia, and West Virginia.



2018 VBID Participants

Parent Organization	State
BCBS of Massachusetts	MA
Fallon Community Health Plan	MA
Tufts Associated Health Plan	MA
Geisinger Health Plan	PA
Aetna	PA
Independence Blue Cross	PA
Highmark	PA
UPMC Health Plan	PA
Indiana University Health Plan	IN
Blue Cross Blue Shield of Michigan	MI



Source: Centers for Medicare & Medicaid Services

- 13 MA and MA-PD plans participating across 4 states: Indiana, Massachusetts, Michigan, and Pennsylvania
- Current interventions target: COPD; CHF; Hypertension; Diabetes; Coronary Artery Disease; COPD with Diabetes; CHF with Diabetes; CHF with COPD; and CHF with COPD and Diabetes.
- Targeting over 61,000 VBID eligible beneficiaries among total plan enrollment of over 413,000 beneficiaries.

VBID vs. MA Uniform Flexibility

- VBID allows plans to lower cost sharing for Part D benefits.
- VBID requires an application process.

Next Steps

- **CY 2019**

- Application has closed for CY19
- Benefits for CY2019 will be active on January 1, 2019

- **CY 2020**

- CMS will also revise the model consistent with Section 50321 of the Bipartisan Budget Act of 2018: Summer 2018
- Application Details Released: Fall 2018
- Application Period: January-March 2019
- Provisional Approval: Spring 2019
- Participants Begin Offering Benefits: January 1, 2020