

## FREQUENTLY ASKED QUESTIONS

### WHAT IS CLINICAL NUANCE?

Clinical nuance is the foundation of V-BID. This concept recognizes that medical services differ in the benefit they provide, and that the benefit of a clinical service depends on the patient using it, as well as when, where and by whom the service is provided. V-BID plans utilize “clinical nuance” by providing incentives for specific patient populations, such as those with chronic diseases, for specific services that will provide the highest benefit. In this way, V-BID improves health care quality and spends health care dollars more effectively.

### WHAT IS MEANT BY “HIGH-VALUE SERVICES”?

High-value services are those that have a strong evidence-base, enhance clinical outcomes, and increase efficiency. The template in this Manual recommends incentivizing certain “high value services” that have shown evidence of improving health for specific patient groups.

### WHAT IS MEANT BY “HIGH-VALUE PROVIDERS”?

For the purposes of this initiative, high value providers are those identified by a health plan as achieving superior performance on certain transparent cost and quality metrics. While this initiative does not define the specific metrics that health plans should use to identify high value providers, the concept of “high value provider” is being constructed by the Connecticut SIM Steering Committee, including specific criteria for measuring providers. Refer to Online Resources on page 38 for a link to the complete criteria under consideration. This initiative recommends the use of this criteria, along with cost metrics, as part of a transparent value measurement method. In addition, the consumer representatives of the V-BID Consortium have defined care collaboration principles that providers should consider when delivering services as part of a V-BID plan. Refer to page 8 for these principles.

### HOW DO I KNOW IF MY HEALTH INSURANCE CARRIER OFFERS A V-BID PLAN?

To determine which carriers offer V-BID plans, and what products are currently available, visit the State Innovation Model website. Employers should choose a V-BID plan offering that best meets the needs of their employee population and the employer’s financial situation. Some carriers may allow for some customization of their V-BID product for individual employers, while others may offer one standard product. If the carrier your company wishes to use does not have a V-BID product, discuss the possibility of this offering in the future.

### WILL V-BID IMPLEMENTATION INCREASE COSTS TO EMPLOYEES?

No. By reducing cost-sharing or providing financial incentives for specific services and visits to specific providers to employees, V-BID relieves employees of financial burdens that are common barriers to effectively managing chronic conditions or adhering to medication regimens.

### HOW DO I EXPLAIN V-BID TO MY EMPLOYEES?

Communication is key to the success of any V-BID plan design. Employers should develop a communication plan to explain, in detail, V-BID benefits to employees before implementation. For more information on communication best practices, refer to page 22 and 23. For sample visual aids and communication and marketing scripts, refer to the Communicating Benefits section starting on page 36.

### HOW DO I GET MY EMPLOYEES TO SUPPORT MOVING TO A V-BID PLAN?

Using employee leaders to promote V-BID plans can increase employees' buy-in to the program, as they may be more likely to trust a peer. Some Connecticut employers have suggested that in-person communications, such as lunch and learns, are also highly effective. In addition, while V-BID plans incentivize the use of specific high-value services and providers for specific members, many employers and health plans currently offer incentives for other wellness and health initiatives. Tying V-BID plan designs into a larger employer wellness and/or incentive program is a strategy many employers in Connecticut have found useful for engaging employees in health improvement activities.

### HOW DO I ADDRESS EMPLOYEE CONCERNS ABOUT THE COMPANY ACCESSING THEIR HEALTH INFORMATION?

Employers should assure employees that their health information will remain confidential in communications materials about V-BID, and that employers will not have access to employees' health information. Rather, health plans should keep track of employee compliance and conduct health care claims analyses. If an employer is offering HSA contributions or other incentives outside of the insurance design, the employer should work with their health plan to develop a feedback system. Health plans may notify the employer of the incentive amount that is owed to each employee based on their data, but should not tell the employer how the incentives were earned (i.e. the employee's participation in certain programs or outcomes). Additionally, employers can utilize nurse health counselors or coaches to notify members if they qualify for certain incentives based on health status, and to inform their carriers of employees' participation in certain programs.