

For brokers and producers only

Date: September 17, 2020

Markets: All

CareFirst Announces Value-Based Care Arrangement with MedStar

Setting the Stage

CareFirst and Blue plans across the country are pursuing innovative strategies aimed at reducing costs and increasing positive outcomes for our members. One example is a national network of value-based care programs called Total Care. Through Total Care, Blue Cross and Blue Shield companies are partnering with doctors and hospitals nationwide to improve health outcomes and curb the rising cost of healthcare.

Following the lead of the BCBSA and acting on our vision of transforming healthcare with and for our members and communities, CareFirst is creating provider contracting models that drive better outcomes and more value. Integral to CareFirst's part of Total Care is the transition from fee-for-service payment arrangements to value-based reimbursement, so the emphasis is on quality instead of quantity of services provided.

Defining Models

CareFirst's Patient-Centered Medical Home (PCMH) program is our value-based primary care program. Building on what we have learned with our PCMH program, CareFirst is engaging hospitals and health systems to develop accountable care organizations (ACO) and independent specialists through the development of episode of care (EOC) models. These models incentivize providers for delivering more coordinated care, improved quality and lower costs for our members. What makes these newer models unique is that participating providers are held accountable for the total cost of care for their patients.

Looking Ahead

In the coming months, CareFirst will announce a series of value-based arrangements starting with the MedStar Health ACO, which was announced [yesterday](#). ACOs focus on positive patient outcomes and value for the services delivered. With its emphasis on preventive care, improving health and quality of care, CareFirst and MedStar estimate this value-based approach will positively impact the projected costs of care during the next seven years by \$400 million.

To further support our mission of affordable and accessible healthcare, CareFirst launched a thought leadership website yesterday. This site will emphasize the difference we make in the lives we serve, along with our impact on the way healthcare operates. The core content aligns to three pillars: Affordability, Innovation and Clinical Outcomes. Investing in these key pillars will change the way we face healthcare challenges today – and the ones ahead. Find out more by visiting carefirst.com/transformation.

Marketing Resources

See [Total Care account flier](#) for your reference.

For more information

If you have any questions, please contact your broker sales representative.