

The CMS Innovation Center's Approach to Person-Centered Care

*Elevating Care Experience Across Models to Improve
Outcomes and Equity*

November 15, 2023

Center for Medicare and Medicaid Innovation



Housekeeping and Logistics



This session is being recorded. All participants will be muted besides those providing verbal comments.

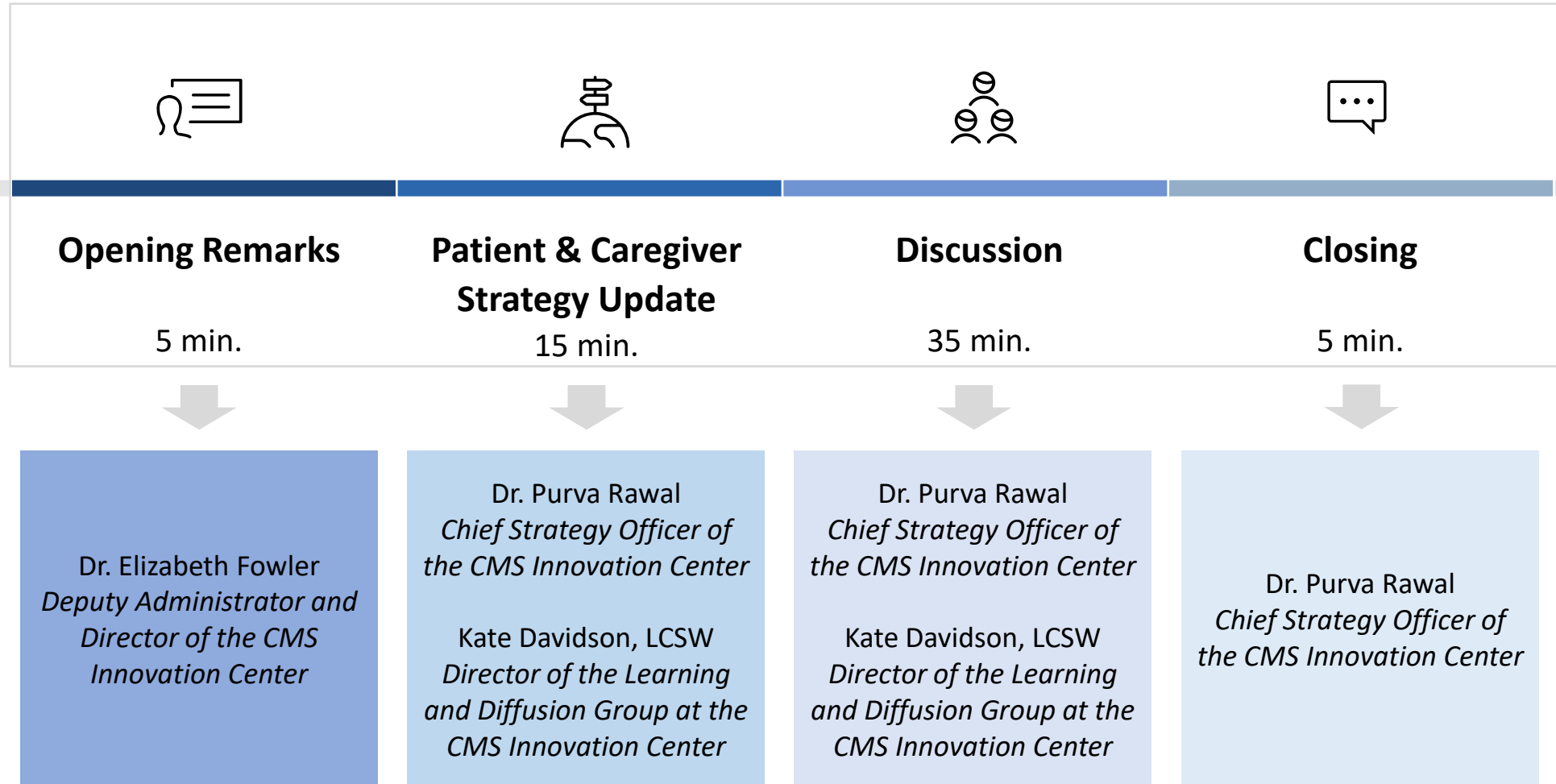


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Agenda



Opening Remarks

Patient & Caregiver Strategy Update

Discussion

Closing

Vision: What's to Come Over the Next 10 Years



Partner to Achieve System Transformation



- **Aim:** Align priorities and policies across CMS and aggressively engage payers, purchasers, states, and beneficiaries to improve quality, achieve equitable outcomes, and reduce health care costs
- **Impact on Beneficiaries:** Closer engagement with beneficiaries, caregivers, and patient groups across the lifecycle of models will help ensure that models are meeting people's needs
- **Measuring Progress:**
 - 100% of new models, where applicable, that make multi-payer alignment available
 - 100% of models that engaged patients/beneficiaries, caregivers, and patient groups through the model lifecycle

How the Innovation Center Integrates Patients' Perspectives Across the Model Lifecycle



IDEATION & DEVELOPMENT

- How does the theory of action align with patients' priorities?
- How can the model capture real-world patient experience?
- How does the model impact affordability for all patients?
- Will the model increase equitable access to health care across demographic and socio-economic profiles?

RECRUITMENT & RULEMAKING

- What kind of information about a model do patients want or need to understand?
- How can CMMI communicate the intended benefits of receiving care under the model to patients?

APPLICATION

- Does model applicant distribution provide equitable access to care for all potential patients in the applicant's area?
- Are the model applicants equitably reaching patients?
- What communication tools are best for patients?

IMPLEMENTATION & EVALUATION

- How are patients experiencing the changes in care delivery?
- How are patients experiencing changes in their health outcomes/quality of life?
- What is the impact of the model on the patient across the different populations served?
- How are we mitigating adverse impact on patients?

SCALABILITY

- How will scaling the model affect patients?
- How do we ensure that the benefits that patients have gained are sustained once the model period ends?

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Achieving Person-Centered Care in Model Development and Testing

AIMS

- Improve care quality for beneficiaries
- Improve experience for patients and caregivers
- Drive better health care outcomes for beneficiaries

MECHANISMS TO ACHIEVE AIMS



Understand Patients' Perspectives



Operationalize Feedback



Promote Transparency



Sustain Engagement

KEY 2023 FOCUS AREAS

PATIENT AND CAREGIVER INCLUSIVITY

Ensure that we are capturing the range of patient and caregiver perspectives reflective of the healthcare ecosystem

PATIENT PARTNERSHIP

Promote a partnership approach for understanding patient experiences for two-way communication, real world feedback, and ongoing improvement

TRANSPARENCY

Communicate how the Center is using patient and caregiver feedback to drive future programs and Center decision-making to address unmet needs

Making Progress Toward Achieving Our Aims



Journey Mapping

Models will use journey mapping strategies to inform model design and development, implementation, and/or evaluation



Measuring What Matters

Models will use at least two patient-reported measures



Engaging Patients and Caregivers in Value Based Care

The Innovation Center will launch a web page centered around educational content and storytelling about value-based care

Journey Mapping In Action: Understanding the Experiences of People with Serious Illness and Their Caregivers

KEY TAKEAWAYS



PATIENT SUPPORT

Caregivers and patients lack support (e.g., timely, comprehensive, individualized care planning) early in the serious illness care journey, creating significant, downstream effects on their experience.



CAREGIVER SUPPORT

The caregiver's role is integral to better outcomes. However, many people living with serious illness may not have a caregiver, and often caregivers lack support.



HEALTH EQUITY

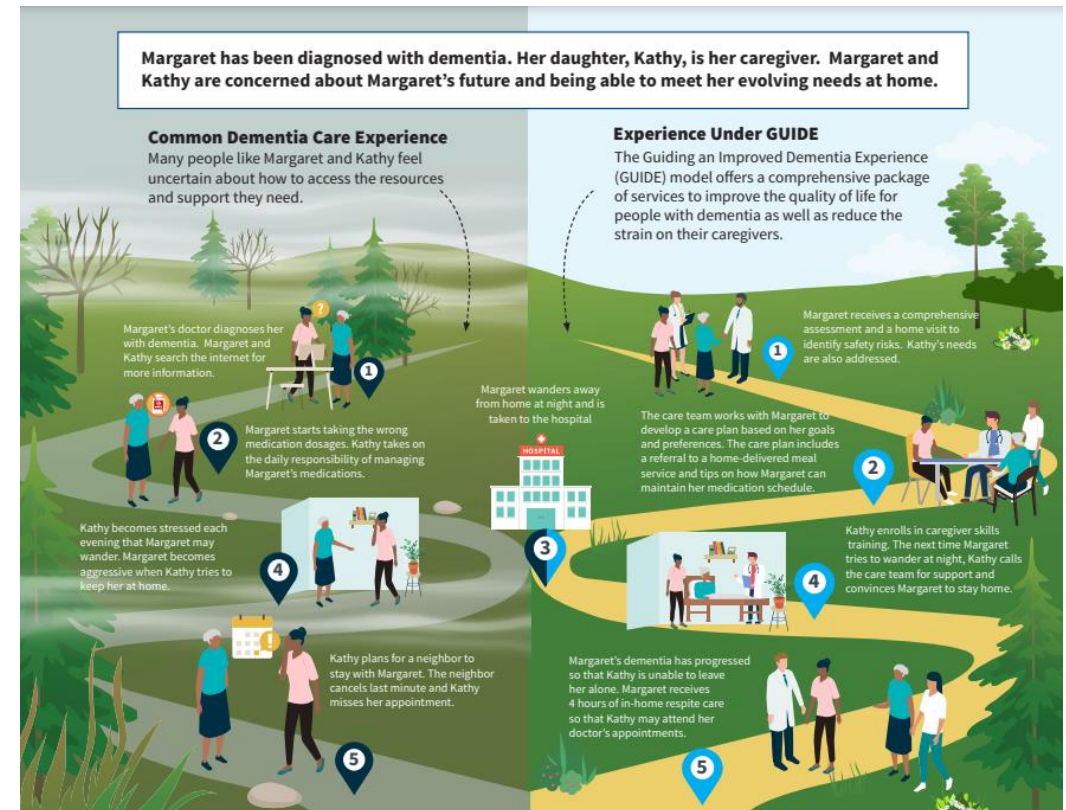
Inadequate support for family caregivers and the lack of a caregiver for some patients exacerbates health disparities.



CONSISTENT GUIDANCE

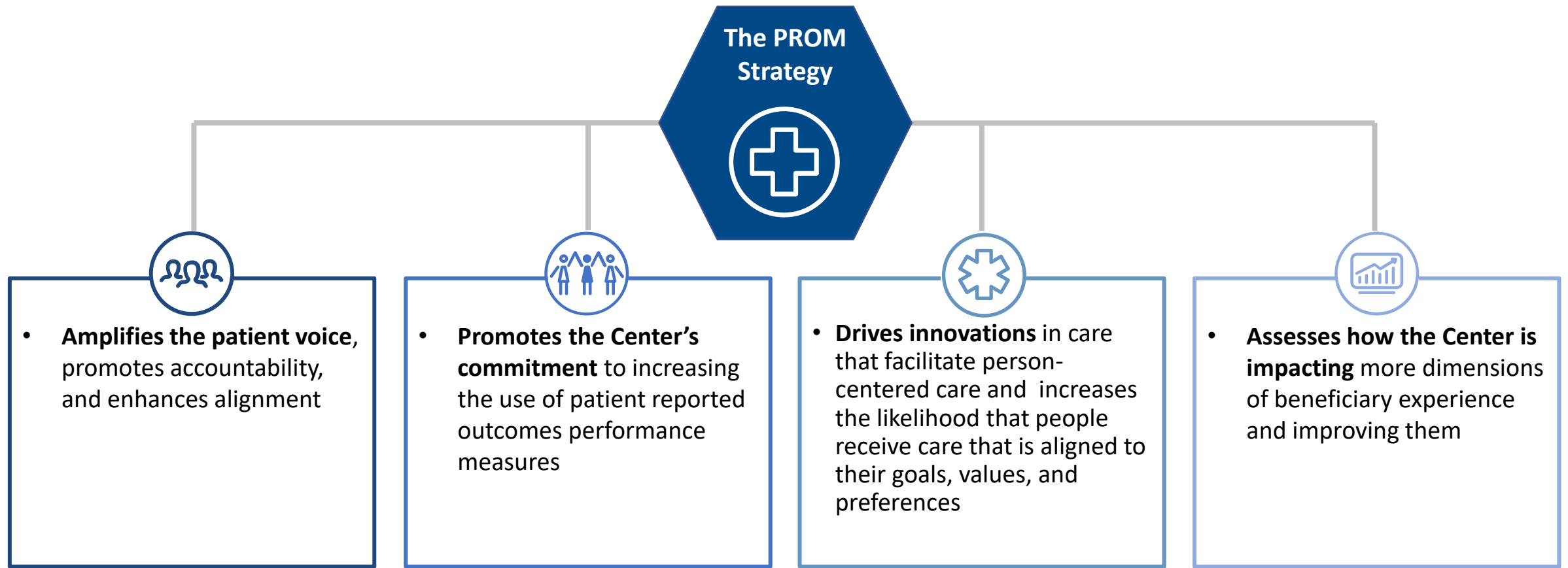
Clinical guidance for serious illness care, including definitions of various care programs and providers, lack clarity.

Guiding an Improved Dementia Experience (GUIDE) model Journey



Measuring What Matters: Patient-Reported Outcomes

The Innovation Center continues to expand the use of patient-reported measures in accountable care models through our **Patient-Reported Outcomes Measures (PROM) Strategy**.



Spotlight on Innovation Center Models

Kidney Care Choices (KCC)



Care Delivery Feature

A single set of providers will be responsible for a patient's kidney care to **reduce fragmentation**

Shared decision-making will help meet patient needs and honor their preferences



Measurement Strategy

Aims to **capture the patient's voice** using the Gains in Patient Activation (PAM[®]) Scores after 12 Months to assess patient knowledge, skill, and confidence for self-management

Making Care Primary (MCP)



Care Delivery Feature

Screenings, referrals, and **connections to community supports** for health-related social needs to improve experience, outcomes, and equity



Measurement Strategy

Plans to capture the patient's voice using the Person-Centered Primary Care Measure (PCPCM) to **measure the high value aspects of primary care** based on a patient's relationship with the clinician or practice

Guiding an Improved Dementia Experience (GUIDE)



Care Delivery Feature

Screenings, referrals, and **connections to community supports** for health-related social needs to improve experience, outcomes, and equity



Care Delivery Feature

Support for **addressing unpaid caregiver needs**, including respite payment for moderate to severe dementia, up to an annual respite cap amount

States Advancing All-Payer Health Equity Approaches and Development (AHEAD)



Model Design Feature

Formal model governance requiring representation from patients and/or advocacy organizations and community-based organizations

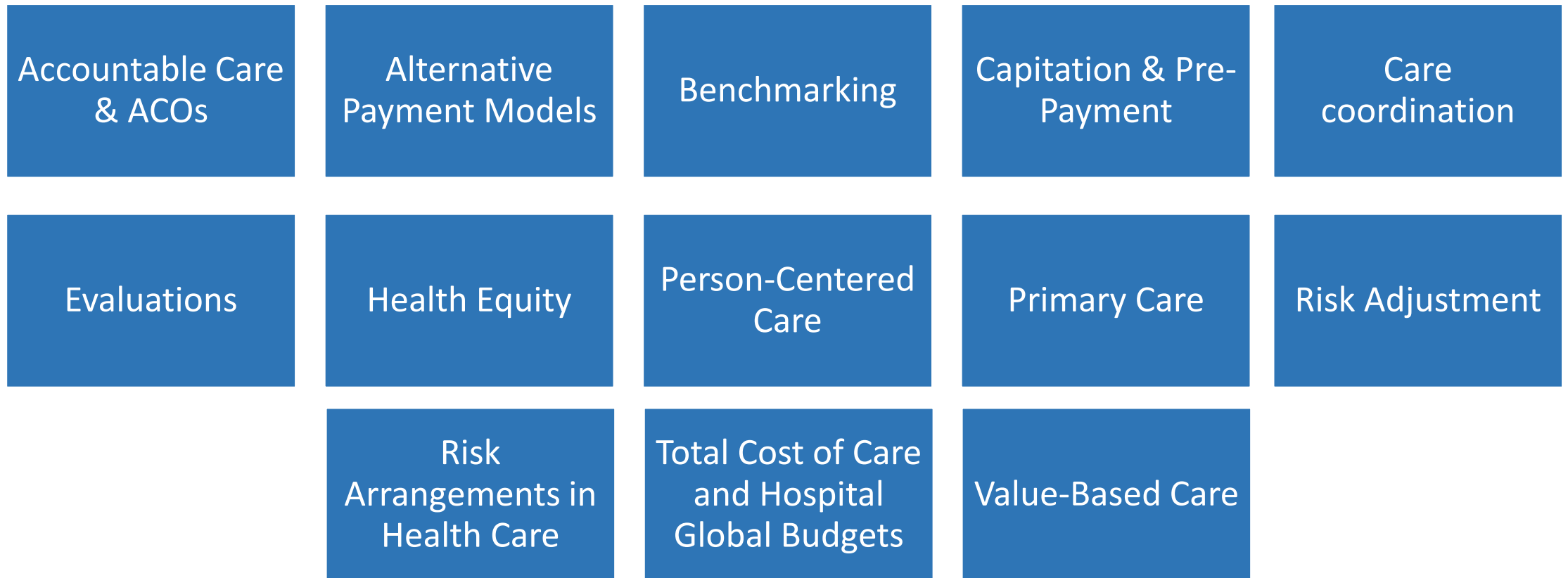


Infrastructure

Increased investments in primary care to improve access to critical services, outcomes, and equity

Engaging Patients and Caregivers in Value Based Care

Key concepts are brief introductions to topics important for understanding the CMS Innovation Center's work. <https://www.cms.gov/priorities/innovation/key-concepts>



Sharing Stories that Resonate with Patients and Providers



[How Accountable Care Helps Patients - Lamont's Story](#)



[Flexibility with Home Dialysis – Connor's Story](#)

Purpose

To showcase different aspects of value-based care as told through the voices and experiences of CMS Innovation Center model participants, health care providers, and patients.

Goal

Improve understanding of value-based care, including what patients and providers might expect by being part of value-based care and how it can meet their needs.

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Our Guest Speakers

Desiree Collins Bradley,

Patient Engagement Network Lead, ATW Health Solutions

Leena Sharma,

Deputy Director, Center for Community Engagement in Health Innovation, Community Catalyst

Marisa Scala-Foley

Director, Aging & Disability Business Institute, USAging

Discussion Topics

Identifying aspects of care experience and outcomes that families value most

Supporting successful transitions between settings of care

Connecting people with health-related social needs (HRSNs) to services and support via community-based organizations

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Where Can You Go For More Information?

Resources for the CMS Innovation Center

- [Sign up to receive regular email updates](#) about the CMS Innovation Center, including opportunities to engage with, provide input on and potentially participate in model tests.
- Visit the [CMS Innovation Center](#) website and [Strategic Direction](#) webpage.
- Visit the [CMS Innovation Center Models](#) webpage (and [Medicare Shared Savings Program](#) site) to see current participant geographic and contact information*. You can also see which models are currently [enrolling](#).
- [Follow us](#) @CMSinnovates on Twitter.