

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
7500 Security Boulevard
Baltimore, Maryland 21244-1850



Centers for Medicare & Medicaid Services

DATE: November 3, 2021
TO: All Medicare Advantage Organizations (MAOs)
FROM: Pauline Lapin, Director, Seamless Care Models Group,
Center for Medicare and Medicaid Innovation (CMMI)
SUBJECT: Upcoming Webinar DECEMBER 2 –
VBID Health Equity Business Case for MAOs

Summary

Has your organization prioritized addressing health inequities? How can a CMMI Model factor into your organization's health equity strategy? How can you structure your plan's benefits to have the greatest impact on underserved communities? What partnership opportunities are available with CMMI?

These are important questions CMMI plans to answer in a new webinar series!

CMMI announces a **webinar series for current and potential MAO participants** in the Value-Based Insurance Design (VBID) Model. The webinar series is part of the **Health Equity Incubation Program** that will focus on articulating a **clear business case** for participating in the VBID Model, provide guidance on how to best leverage the VBID Model Components to move the needle on health equity, and identify partnering opportunities. **CMS seeks to accelerate MAO engagement in a targeted set of high impact areas within the VBID Model**, and to diffuse evidence and best practices related to the delivery of specific interventions and supplemental benefits in these areas, using a learning system approach focused on specific diseases, supplemental benefits and interventions that evidence suggests will lead to improvements in enrollee outcomes, experience and equity.

Looking ahead, CMS will continue to focus on issues of quality, specifically health equity, through this Model. The Health Equity Incubation Program will provide MAOs an opportunity to be truly innovative with their benefit design and pilot new health equity strategies to address specific health-related social needs.

Health Equity Incubation Program Session 1: VBID Health Equity Business Case for MAOs, on December 2 from 2:30-3:30 PM ET

The first webinar in the series will provide an overview of the Health Equity Incubation Sessions effort, articulate a business case for MAOs to leverage VBID Model Components to address

health inequities in their member populations, and provide specific guidance and clarification on the full extent of health equity focused flexibilities that fall under the Model's waiver authority.

The VBID Model offers a unique opportunity to efficiently target underserved populations.

The VBID Model Team aims to support MAO efforts addressing health inequities in their member populations through increased access to learning materials, technical assistance, and sharing of best practices and evidence. The webinar will offer attendees opportunities to ask questions about VBID Model Components, targeting flexibilities, and potential use cases. Attendees will also have an opportunity to provide input to shape future Health Equity Incubation Session topics and provide feedback on desired areas for future technical assistance and guidance. **MAOs interested in optimizing their benefit design to address health inequities and using targeted strategies enabled by VBID Model Components are encouraged to join.**

How to Join: To register for this webinar, please visit:

<https://acumenllc.webex.com/acumenllc/onstage/g.php?MTID=e0b31f8ad809d620fc9c7d9ff07ce115e>

Event number: 2466 617 2952

Event password: *healthequity1202*

Additional Information:

The slides, transcripts and audio recordings of these webinars will be posted to the VBID Model website at <https://innovation.cms.gov/innovation-models/vbid> for downloading a week after each webinar.

Questions about the webinars may be addressed through the VBID mailbox

VBID@cms.hhs.gov.

Past Webinars:

Strategies to promote self-measured blood pressure monitoring and cardiac rehabilitation:

Webinar Recording Link:

https://cdc.zoomgov.com/rec/share/9M4oKLy7iROX4ngx2DRa_MvIaG4aaa803Ic-vUOxUdCBMOqxnalEMw5HGe-1JRN

Access Passcode: iG2M7\$^N

Value-Based Insurance Design Opportunities to Improve Medication Adherence for Cardiovascular Disease Prevention:

Webinar Recording Link:

<https://acumenllc.webex.com/acumenllc/lsr.php?RCID=674fa09771726b6173563afd1c22ff5b>

Access Password: bKJp4mAE

Unleashing the Capabilities of MAOs to Deliver Health Innovation in Underserved Settings:

Webinar recording link:

<https://acumenllc.webex.com/acumenllc/lsr.php?RCID=928bccba262693c511bab55ea7116a2c>

Access Password: gKPjUna4