

DEPARTMENT OF HEALTH & HUMAN SERVICES
Centers for Medicare & Medicaid Services
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Centers for Medicare & Medicaid Services

DATE: September 22, 2021
TO: All Medicare Advantage Organizations (MAOs)
FROM: Pauline Lapin, Director, Seamless Care Models Group
Center for Medicare and Medicaid Innovation
SUBJECT: Upcoming Webinar Series for MAOs – Improving Care and Outcomes through Innovation and Evidence

Summary

The Center for Medicare and Medicaid Innovation (CMMI), in partnership with other federal agencies, is sponsoring a series of webinars for current and potential participants in the Value-Based Insurance Design (VBID) Model. Each webinar will explore ways in which recent innovations in care and technology can be leveraged using the flexibilities in the VBID Model to improve enrollee experience and outcomes and to reduce costs. The series will focus on high impact, evidence-based innovations that can be leveraged within the VBID Model and targeted to meet the needs of underserved populations. Each webinar will detail specific innovations along with the evidence and rationale for investing in the intervention including impacts on outcomes and cost savings. Questions about the webinar may be addressed through the VBID mailbox VBID@cms.hhs.gov.

Information about the first two webinars follows.

Unleashing the Capabilities of MAOs to Deliver Health Innovation for Older Adults in Underserved Settings, on October 7 from 2:30-4:00 PM ET

As part of a broader partnership, CMMI, the Office of the Assistant Secretary for Health (OASH) and the Administration for Community Living (ACL) are jointly sponsoring a webinar titled, *Unleashing the Capabilities of MAOs to Deliver Health Innovation for Older Adults in Underserved Settings* on October 7 from 2:30-4:00 PM ET to highlight the emerging, numerous opportunities for MAOs to support beneficiaries in more fully meeting their care needs and goals through novel approaches and services enabled by technology. The webinar will provide an overview of the data supporting these opportunities and will include a panel of three speakers from payer organizations, each of whom will provide an overview of their experience and results in innovating in the use of technology to address unmet enrollee health needs. Panelists include Mona Siddiqui MD, MPH, Senior Vice President for Enterprise Clinical Strategy and Quality at Humana, who will discuss Humana's approach to the use of data and predictive modeling to proactively engage and provide care for the highest risk and most vulnerable populations; John Wiecha, Medical Director, Senior Products Division at Point32Health, representing the newly combined

organizations of Harvard Pilgrim Health Care and Tufts Health Plan will provide an overview of a recent pilot project to improve dementia care through a digital caregiver support program; and Caesar A. DeLeo, MD, MHSA Vice President & Executive Medical Director Strategic Initiatives, Highmark Health Enterprise Clinical Organization, Highmark BCBS who will discuss Highmark's experience with telemedicine to approach substance use disorders during the pandemic and results from a five-year data driven program addressing appropriate opiate prescribing through profiling and academic detailing.

The webinar offers attendees the opportunity to gain a better understanding of the evidence and potential of several technology-enabled services in improving access, quality and outcomes of care, including, importantly, for underserved populations and will provide MAOs with insights more broadly on the challenges and solutions in design, implementation and evaluation of innovative and technology-enabled service. MAOs that are considering such innovations who may wish to target the use of technology-enabled and/or other services based on chronic illness and/or Low-Income Subsidy (LIS) status through the VBI Model are encouraged to attend.

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

<https://acumenllc.webex.com/acumenllc/onstage/g.php?MTID=e897417cbb59a39fdc89749ce92560efe>

- *Event number:* 2459 803 6356
- *Event password:* Oct7maohealth

Value-Based Insurance Design, Opportunities to Improve Medication Adherence for Cardiovascular Disease Prevention on October 21, 2021 from 3:00-4:00 PM ET

CMMI, in partnership with Million Hearts® at the Centers for Disease Control and Prevention (CDC), will sponsor a webinar entitled *Value-Based Insurance Design, Opportunities to Improve Medication Adherence for Cardiovascular Disease Prevention* on October 21, 2021 from 3:00-4:00 PM ET. The webinar will present evidence-based high impact strategies for MAOs to improve care and outcomes for beneficiaries with cardiovascular disease (CVD), including underserved populations.

CVD is the leading cause of death in the U.S., costing hundreds of billions of dollars per year, and is the greatest contributor to racial disparities in life expectancy.^{1,2} The webinar will present evidence-based strategies to optimize medication adherence that MAOs may leverage – using the flexibilities in the VBI Model - to bridge this gap. The webinar will feature an introduction by Laurence Sperling, MD, FACC, FACP, FAHA, FASPC, Executive Director, Million Hearts®, Division for Heart Disease and Stroke Prevention, CDC about the burden of CVD and the disparities in CVD care and outcomes. Hilary Wall, MPH, Science Lead, Million Hearts® and Nicole Therrien, PharmD, MPH, ASRT Inc., Applied Research and Evaluation Branch, both

¹ Virani SS, Alonso A, Benjamin EJ, Bittencourt MS, Callaway CW, Carson AP, et al. Heart disease and stroke statistics-2020 update: a report from the American Heart Association. *Circulation*. 2020;141(9):e139-596.2.

² Kochanek KD, Arias E, Anderson RN. How did cause of death contribute to racial differences in life expectancy in the United States in 2010? NCHS data brief, no 125. Hyattsville, MD: National Center for Health Statistics. 2013

from the Division for Heart Disease and Stroke Prevention at CDC will review the evidence base for high impact medication adherence strategies and revisit strategies to promote self-measured blood pressure monitoring and cardiac rehabilitation from the February 2021 [*Million Hearts: Value-Based Insurance Design Opportunities for Cardiovascular Disease Prevention and Management*](#) webinar (Access Passcode: iG2M7\$^N).

Strategies to be discussed include reducing or eliminating co-payments for high-intensity statins and anti-hypertensive medications, including fixed-dose combination pills and once-per-day dosing options; simplification of medication regimens; the use of Medication Therapy Management (MTM) with team-based care support; coverage of automatic blood pressure monitors, cuffs, and SMBP services for beneficiaries with hypertension; and the provision of social needs-related services. MAOs interested in optimizing medication adherence related to CVD, and in targeted strategies using the flexibilities of the VBID Model are encouraged to attend.

How to Join: To register for this webinar, please visit <https://acumenllc.webex.com/acumenllc/onstage/g.php?MTID=e60df55b23df45eb993d767e2deb0a0cc>

- *Event number:* 2450 896 2514
- *Event password:* Oct21prevention

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.