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On the morning of January 29, 2020, the [Smarter Health Care Coalition](#) (SHCC), a broad-based group of over 25 health care innovators, including consumer groups, employers, patient advocacy organizations, health plans and life science companies, hosted a policy summit, ***Policy, Politics, and Progress: Improving the Patient Experience through Value-Based Insurance Design***, in partnership with the [University of Michigan Center for Value-Based Insurance Design](#). The event was held in the Kennedy Caucus Room on Capitol Hill and a diverse group of attendees including coalition members, congressional staff, administration staff, press, and other interested stakeholders filled the room to hear from experts in the field.



To kick off the event, Andrew MacPherson, Co-Director, Smarter Health Care Coalition, provided introductory remarks and an overview of the Coalition's membership and legislative and regulatory wins. Then, Katy Spangler, Co-Director, Smarter Health Care Coalition, took a moment to highlight the startling [\\$3.6 billion](#) Americans spent on health care in 2018, and introduced [Stephen Parente](#) for his

keynote address, ***Perspectives from the Trump Administration – The Future of Value-Based Insurance Design***.





Parente began his keynote address with an overview of the “GOP Health Policy Playbook for 2020” that included implementation of President Trump’s June 2019 [Executive Order on Improving Price and Quality Transparency in American Healthcare to Put Patients First](#). Parente then highlighted sections three, *Information Patients on Actual Prices*, and six, *Empowering Patients by Enhancing Control Over Health Resources*, of the EO and concluded his prepared remarks by noting Coalition

supported [IRS Treasury Guidance](#) (Notice 2019-45) that resulted from section six of the EO and explained the Administration’s position that the guidance is expansive. Following Parente’s remarks was a brief question and answer portion. One attendee asked how the Administration is planning to move services away from low-value care in 2020 and Parente responded, “One step at a time.”



Following Parente’s keynote address were two expert presentations. The first presentation by Dr. Ryan Bosch, Founder and President of Socially Determined, delved into using social determinants of health data to target populations and tailor health solutions. “You can’t change what you can’t measure,” Dr. Bosch noted on the importance of using health data to influence policy. For the second presentation, John Richardson and Tzvetomir Gradevski of the National Partnership for Hospice

Innovation provided a detailed overview of the value-based insurance design model incorporation of the Medicare hospice benefit into Medicare advantage.



Katy Spangler then moderated a panel discussion on reducing harmful, low-value care with panelists Beth Bortz, President and CEO of Virginia Center



for Health Innovations, Amanda Deegan, Director of Global Public Policy for Walmart, and Dr. John Keats, Cigna’s National Medical Director for Affordability and Specialty Partnerships. The panelists first took time to provide an overview of the initiatives each of their organizations are undertaking to reduce low-value care for patients. Then, the floor opened for

questions from the moderator and audience. “Just because you’re getting a test doesn’t mean you actually need it,” said Amanda Deegan when speaking about educating patients on the quality of care they’re prescribed by their doctors.





The final speaker of the morning was Dr. Mark Fendrick, Director, University of Michigan Center for Value-Based Insurance Design for his closing keynote remarks, ***V-BID 2020: Expanding Coverage of Essential Clinical Care Without Increasing Premiums or Deductibles***. Dr.

Fendrick provided an overview of key V-BID policy wins in 2019 and where we are going in 2020. "We really have to continue the fight to lower cost-sharing," Dr. Fendrick noted. "Patients don't care about health care costs. They care about what health care costs them."



To conclude the event, Ray Quintero, Co-Director, Smarter Health Care Coalition, thanked the audience for attending and SHCC's members for their continued support. Quintero encouraged all to move forward and keep fighting to improve the patient experience through value-based insurance design.

