



Achievements

Center for Value-Based Insurance Design

Policy

V-BID included in MI Governor Granholm's Michigan First Healthcare Plan

V-BID Center testimony at House Ways and Means Committee

2009 MedPAC report highlights V-BID

2010 MedPAC report to Congress highlights V-BID

HHS, DOL, and Treasury issue Request for Information on V-BID

Sen. Barack Obama (IL) drafts V-BID legislation

Senate bill 1040 calls for demonstration program of V-BID for Medicare beneficiaries

V-BID included in health care reform law

Federal regulation on preventive care shows strong support of V-BID

V-BID featured in HHS's National Quality Strategy

Research

2001: V-BID concept introduced in the *American Journal of Managed Care*

Fendrick and Chernew first use term "Value-Based Insurance Design" in *American Journal of Managed Care* and *Health Affairs* publications

Health Affairs article demonstrates V-BID program increases high value services

"Effects of Increased Patient Cost Sharing on Socioeconomic Disparities in Health Care," *Journal of General Internal Medicine*

V-BID "Landscape Digest" achieves 10,000 copies, wins multiple awards

Health Affairs article reports positive financial impact of V-BID

Health Affairs devotes special issue to V-BID

V-BID / Patient Centered Medical Home white paper published

Coverage

V-BID Center Inaugural Symposium

Wall Street Journal coverage of V-BID

NY Times: "Some Employers are Offering Free Drugs"

Wall Street Journal feature "New Tack on Co-pays: Cutting Them"

V-BID named by Brookings as having potential to help 'bend the cost curve'

Fendrick named one of "20 People Who Make Healthcare Better" by HealthLeaders Media

Managed Care cover story names Fendrick and Chernew "the leading authorities on V-BID"

AHIP Fall Forum workshop on V-BID

Commonwealth Fund study shows 73% of healthcare leaders support V-BID

Case Studies

Pitney Bowes reports cost savings and improved outcomes from V-BID

The Municipality of Asheville, NC implements a pharmacist-led V-BID program

Marriott Int'l., Proctor & Gamble, Eastman Chemical Co. among several firms to eliminate co-payments for drugs for certain chronic conditions

University of Michigan's award-winning Focus on Diabetes program introduced

Health plans including UnitedHealthcare, Health Alliance Medical Plan (IL), and Providence Health Plans (OR) launch V-BID programs

National health care reform mandates elimination of cost-sharing for specified preventive services

2005

V-BID Center Launch

2011

