



Learning Community

**Using Commercial Sector Alternative Payment Models to Improve Maternity
Care: A Panel Discussion**

May 17, 2021

Agenda

- a. Welcome, introductions, and updates
- b. Panel Discussion
 - Facilitator: Lili Brillstein (BCollaborative)
 - Panelists: Blair Dudley (Purchaser Business Group on Health), David Johnson (Blue Cross Blue Shield North Carolina) and Erin Smith (Anthem)
- c. Q & A

Welcome!

- Name
- Personal/professional affiliation
- What brings you here



Learning Community Purpose

The *Maternal Health Hub Learning Community* is a forum to share learnings and best practices, payment reform evidence, and implementation resources to accelerate the identification and dissemination of effective value-based care delivery and payment strategies for maternity care that advance health equity.

Primary Drivers



Culture of Health Equity



Value-Based System



Public Policy Enablers

Aim



To reduce maternal morbidity and mortality and eliminate health disparities in the U.S.

Learning community agenda & objectives

Trimesters	Topic	Objective
Oct – Dec 2020	<i>Building a business case for investing in community-based, equity-centered care</i>	Develop components of a business case for payers and purchasers to invest in community-based, equity-centered care, including addressing benefit and network design, state and federal regulatory barriers, and how to measure quality and value.
Jan – March 2021	<i>High-value & equitable maternity care in the time of COVID</i>	Share experiences with maternity care delivery during COVID and identify best practices, payment reform opportunities, and policy recommendations to address disparities in access to and experience with equitable virtual care.
April – June 2021	<i>Advancing alternative payment models for maternity care</i>	Develop strategies to advance the implementation of effective alternative payment models for maternity care delivery and develop recommendations for payers and policymakers to incorporate a focus on improved health equity and addressing social determinants of care into value-based payment for maternity care.

Updates

- The National Partnership for Women & Families is hosting a webinar to launch 10 bulletins on factors that affect maternal and infant health and recommendations to address them
 - The webinar “Saving the Lives of Moms & Babies: Addressing Racism & Socioeconomic Influencers of Health” takes place on 5/20, 1:00-2:00pm
 - Register here: https://zoom.us/webinar/register/WN_Cfp6ipKqRzmrnElkqBwBgw
- The Protecting Moms Who Served Act (H.R. 958), part of the MOMNIBUS, passed the House of Representatives with unanimous bipartisan support
 - The bill would require the VA to implement a maternity care coordination program that includes access to community providers outside the VA system and focus on addressing needs related to military service
 - Requires GAO to report on maternal morbidity/mortality among veterans including racial and ethnic disparities
- U.S. Maternal Mortality Crisis: [A Report of the Aspen Health Strategy Group](#)

Today's speakers:

Lili Brillstein



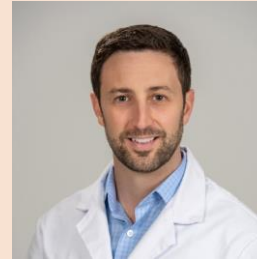
Lili Brillstein, MPH, is the founder and CEO of BCollaborative (Brillstein Collaborative Consulting) which works with stakeholders across the health care continuum to successfully make the move from fee-for-service to value-based healthcare. She was formerly the Director of Specialty Care Value Models for Horizon Blue Cross Blue Shield of New Jersey, and, under her leadership, built the largest, most progressive and most collaborative Episode of Care program for commercially insured patients in the country.

Blair Dudley



Blair Dudley is the Director of the Transform Maternity Care Program at the Purchaser Business Group on Health (PBGH). Blair works with prominent purchaser, payer, provider, and consumer stakeholder organizations to advance the quality of maternal health care. She leads the effort to promote high value maternity strategies including reducing C-section rates, expanding the utilization of midwives, spreading value-based payment, and engaging consumers in care. Blair has over ten years of experience in the healthcare industry focusing on quality improvement, population health, and value-based care.

David Johnson



David Johnson, MD, is the Medical Director of Value Transformation with Blue Cross Blue Shield of North Carolina, the state's largest commercial payer. He supports Blue Cross Blue Shield's value transformation efforts in the primary care space and leads the initiative to shift specialty care into value-based, risk-bearing reimbursement models that incentivize higher quality, lower cost care. Dr. Johnson has an academic background in economics, public health, and health services research in addition to being a fellowship-trained urologic oncologist.

Erin Smith



Erin Smith, JD, is the Staff VP of Payment Innovation at Anthem where she focuses on development and implementation of specialty payment models. Prior to Anthem, Erin was the Director of Public Policy at Cardinal Health where she served as the lead policy expert for public payment policy and value-based care models for the Federal Government Relations group. Prior to Cardinal Health, Erin worked at CMS in the Center for Medicare and Medicaid Innovation, leading the team that developed bundled payment models and implementing the Bundled Payments for Care Improvement Initiative.

Resources:

- U.S. Maternal Mortality Crisis: [A Report of the Aspen Health Strategy Group](#)
- Integrated Healthcare Association: [Transforming Maternity Care: A Bundled Payment Approach](#)
- Institute for Medicaid Innovation: [Improving Maternal Health Access, Coverage, and Outcomes in Medicaid](#)
- Kaiser Health News: [Insurers Test New Way To Cut Maternity Care Costs: Bundling](#)
- Health Care Payment Learning & Action Network: [Clinical Episode Payment Models: Maternity Care](#)

Follow the Forum discussion and add additional resources