

# What should be incented for consumers?

## Areas of consensus

1. Consumers, providers, and the general community to move in the same direction
2. Environmental conditions to allow healthy choices
3. Lifestyle changes
4. Risk assessment of consumer needs
5. Choice of high quality providers
6. Loyalty to providers – long term nurturing relationship
7. Good choices for appropriate care/utilization (chronic and preventive)

# What kind of incentives are needed under a value-based care approach – product or other?

## Areas of consensus

- Lifestyle Changes: Rewards, recognition, group/team incentives/competition; incentives can be tailored to consumer needs
- Risk Assessment: Get more benefits or unequal benefits if do a risk assessment coupled with follow up
- Good Choices for Utilization: Supportive environment for providers (shared decision making)

## Issues needing more discussion

1. Same direction: Health care marketing, social marketing - who makes the investment?
2. Environmental conditions: Regulatory, soda/sugar taxes, etc.
3. Lifestyle changes: Varying incentives for consumer participation; improvement, vs. outcomes
4. Choice of high quality providers: Need market-wide information and more meaningful measures for provider and service choice.
5. Loyalty to providers: Encourage long term relationships – employer vs. individual control a challenge, insurance exchange as a start?
6. Good choices for utilization: Regulatory – i.e. prescribing laws

# Summary Statement

Consumers with their care delivery team exist in an environment where benefits design, health system design, and community supports all align to encourage nurturing, long-term relationships leading to good choices for an individual consumer to: 1) maintain health, 2) reduce burden of illness, 3) at a reasonable cost.