

CONTACT:

Med-Vantage:

Amanda Prail, 415-814-7121, aprail@medvantage.com

Leapfrog:

Melissa Danforth, 202-292-6707, mdanforth@leapfroggroup.org

IHA:

Cindy Ryan Ernst, 510-208-1740, cernst@iha.org

FOR IMMEDIATE RELEASE

**MED-VANTAGE, LEAPFROG AND IHA SPONSOR FREE WEBINAR TO PRESENT
FINAL RESULTS FROM 4TH NATIONAL P4P SURVEY AND NEW CONSUMER
TRANSPARENCY SURVEY**

SAN FRANCISCO, OAKLAND, CA & WASHINGTON, DC, SEPTEMBER 23, 2009—

Health plans' experience with pay-for-performance and consumer transparency as agents of change are important elements in the public debate over health care reform. Med-Vantage has surveyed health plans' pay-for-performance programs four times over the last five years and in 2008/09 Med-Vantage added a new survey of health plans' consumer transparency programs. Final results from the surveys represent 62 Health Plans and a total of 61 physician P4P programs and 25 Hospital P4P programs and in total represent over 150 million health plan members.

Peter Goldbach, MD, CEO of Med-Vantage, Leah Binder, CEO of the Leapfrog Group and Tom Williams, MBA, MPH, Executive Director, Integrated Healthcare Association (IHA) will together present the results of the surveys and discuss the implications of the findings in a free one hour webinar to be offered October 8th at 12pm PDT.

A full report of the final results of the survey may be found on the Med-Vantage website, together with a detailed discussion of methodology. Results to be presented and discussed include:

- **P4P established mature process.** Most P4P programs represented in the survey are now more than 5 years old and are funded as a regular part of their sponsors' budgets rather than as experiments.
- **P4P continued expansion of scope and payment.** P4P payments have grown to average over 7% of physicians' total compensation and 4% of hospitals' total compensation, with some physician P4P programs producing as much as 30% of physicians' compensation. Programs include more physician specialties and more product lines.
- **P4P credited with improvements in quality and costs.** In just two years since the last survey, the percentage of programs that report improvements in quality due to P4P almost doubled. Now more than half of P4P programs cite measureable increases in their providers' clinical quality, the area that has been part of P4P the longest. Other areas with major jumps in P4P effectiveness were patient survey results, cost control and especially adoption of IT tools.

- **In Transparency, clinical quality most available information on hospitals and physicians** The first Transparency survey provides an initial benchmark in the data currently made available to consumers by their Health Plans. Currently, clinical quality information on hospitals is provided by more health plans than clinical quality on physicians and clinical quality information is provided by more health plans than cost information on hospitals or physicians.

To register for the free webinar, go to www.medvantage.com.

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ABOUT MED-VANTAGE, INC.®

Med-Vantage is a software solutions company focused on driving improved healthcare by providing easy to use consumer transparency and provider performance management solutions that effectively engage users and support smart value-based choices. Founded in 2001, Med-Vantage is a California-based privately held company that is majority owned by a consortium of Blue Cross and Blue Shield licensees called BP Informatics, LLC. Plans participating in the alliance include Arkansas Blue Cross and Blue Shield, Blue Cross and Blue Shield of Florida (through its subsidiary Navigy, Inc.), Blue Cross of Massachusetts, Blue Cross and Blue Shield of North Carolina (through its subsidiary NobleHealth, Inc.), Health Care Service Corporation, and Highmark Blue Shield Inc. www.medvantage.com

ABOUT THE INTEGRATED HEALTHCARE ASSOCIATION (IHA)

The Integrated Healthcare Association (IHA) is a statewide leadership group that promotes quality improvement, accountability, and affordability of health care in California. The IHA P4P program is the largest non-governmental physician incentive program in the U.S. and includes eight health plans and over 225 medical groups representing 35,000 physicians providing care for 10.5 million HMO members. Other IHA programs include value-based purchasing of medical devices, the measurement and reward of healthcare efficiency, and healthcare affordability. www.iha.org

THE LEAPFROG GROUP

On behalf of the millions of Americans for whom many of the nation's largest corporations and public agencies buy health benefits, The Leapfrog Group aims to use its members' collective leverage to initiate breakthrough improvements in the safety, quality, and affordability of health care for Americans. Founded in November 2000 by the Business Roundtable, Leapfrog secures its support from major corporations, business coalitions, and public agencies that purchase health care benefits. In 2009, Leapfrog's CEO Leah Binder was ranked #28 among the 100 most powerful people in healthcare by *Modern Healthcare*. www.leapfrog.org