ACO Attribution
Consumers at the Center of Care

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President
The Medicare Rights Center is a national, not-for-profit consumer service organization that works to ensure access to affordable health care for older adults and people with disabilities through:

- Counseling and advocacy
- Educational programs
- Public policy initiatives

www.medicarerights.org
www.medicareinteractive.org
Prospective Attribution

- Keys to Success
  - Transparent and Voluntary

- Prospective Attribution/Enrollment
  - Consumers must always know in advance of their participation
  - Need advance knowledge of structure, benefits and provider incentives
Consumer Notification

- Notification must include information about:
  - Care coordination, quality metrics, etc
  - Network providers
  - Rights and responsibilities
    - Care outside the network
    - Internal and external appeal mechanisms
- Primary provider (usually a physician) is best messenger
- Model Notice
Consumer Incentives and Disincentives

- **Incentives**
  - Care coordination
  - Chronic disease management
  - Better quality/accountability
  - Financial?

- **Disincentives**
  - Lock-in or perception of it
  - Financial penalties for out-of-network care