



# ACO Attribution Consumers at the Center of Care

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# Medicare Rights Center

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❖ 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](http://www.medicarerights.org)

[www.medicareinteractive.org](http://www.medicareinteractive.org)

# Prospective Attribution

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## ❖ 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

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- ❖ 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

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## ❖ Incentives

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

## ❖ Disincentives

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