

Value Based Insurance Design Technical Assistance

Struggling to Offer Affordable Health Benefits? Learn More About This No Cost Program for Self-Insured Employers

As health care costs rise, employers are struggling to offer affordable, comprehensive health benefits to employees. Value-Based Insurance Design (VBID) is a benefits strategy that aims to improve employee health and productivity, and spend employer healthcare dollars most efficiently.

Through a federal grant, Connecticut is offering free technical assistance to employers interested in providing value-based health benefits. Employers will provide current plan information and participate in two in-person meetings, three webinars, and calls with TA staff over nine months.

Why VBID?

VBID uses financial incentives and education to urge people to get the right care, at the right time, from the right provider, like:

- HSA payments for preventive screenings, as in a wellness program
- Lower coinsurance for diabetes drugs, like lower costs for generics
- Lower copays for visits to high quality, low cost providers

Employers and health plans report success using VBID to help employees better manage their diseases and use fewer costly services:

- Over 150,000 Connecticut state and municipal employees, dependents and retirees are enrolled in VBID plans
- 40% of large employers including Connecticut's Pitney Bowes, Stew Leonard's, and Electric Boat offer VBID benefits
- Health plans in the state are ready to manage VBID benefits

What is the opportunity for selected employers?

Customized VBID Solutions Set Co-Developed with Each Employer:

- Access to a library of employer case studies and VBID educational materials.
- Expertise to organize and interpret data to understand how current benefits align with VBID, and to select VBID strategies customized to the employer's population and culture.
- Assistance with employee communications and evaluation of VBID.

Peer to Peer, Expert-Led Learning:

- In-person meetings and webinars for employers offering guidance on VBID implementation from national experts and peers.
- One-on-one calls to address specific questions or facilitate conversations with key stakeholders.

How Employers Benefit:

- ✦ Improve Chronic Condition Management to Lower Health Care Costs
- ✦ Lower Use of Costly Services like ED Visits and Hospital Stays
- ✦ Increase Productivity through a Healthier Workforce
- ✦ Increase Employee Satisfaction by Cutting Out of Pocket Costs and Improving Quality
- ✦ Join Innovative National Movement to Encourage Smarter Healthcare Spending

To apply for Technical Assistance, visit:

https://www.surveymonkey.com/r/VBID_App_for_TA

For more information, contact Alyssa Harrington at aharrington@freedmanhealthcare.com and join our webinars on:

[December 20th at 12pm](#)

[January 18th at 12pm](#)