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From Policy to Practice

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Medical Policy and Comparative Effectiveness



Our Panel

- Brent O'Connell MD MHA Chairman
- Fredrik Tolin MD Humana
- Elizabeth Brown MD Argenta Advisors
- Fiona Wilmot MD BS California

BlueCross BlueShield Technology Evaluation Center

TEC Criteria

- Must have final approval of governmental regulating bodies
- The scientific evidence must permit conclusions concerning the effect of the technology on health outcomes
- The technology must improve health outcomes
- The technology must be as beneficial as any established alternatives
- The improvement must be attainable outside of the investigational setting

Discussion Question

- Are these criteria universally accepted by insurers?
- Any local variations?
- Are they applied to all policies?
- Local plan medical policy.
- Where do local plan consultants fit in?
- Key Opinion Leaders – Value?
- Hayes, ECRI, NICE, others?

Coding

- CPT Category I Codes vs. T codes(Cat *III*)
 - Value of each
 - Payers perspective
 - Manufacturers perspective

How do Payers Hear About Technology

- New Code
 - Cat I
 - Cat III
- FDA Approval
 - PMA
 - 510(k)
- Publicity
- Provider Inquiry

Managing Technology: the Plan

- Pricing
 - High
 - Low
- Pre-authorizations
- Medical Policy
 - Investigational
 - Not Medically Necessary

FDA Requirements vs. Plan Requirements

- Are they the same?
- How are they different?
- How do plans look at FDA approvals?
- How should industry prepare for coverage?

Comparative Effectiveness

- New or always with us?
- Drugs/ Devices Everything?
- High cost only?
- High volume/low cost?
- Is it the cost to build the technology or the reimbursement rate that is important?

Questions?