



ABCs of VBC

David Smith
CEO/Founder





7



HAPPY BIRTHDAY
BLAKELY!

LAYER 1
SOCIETY

TAXPAYER



48%

LAYER 1
SOCIETY

LAYER 2
PAYER

TAXPAYER



48%

FEDERAL &
STATE GOVT



48%

CONSUMER

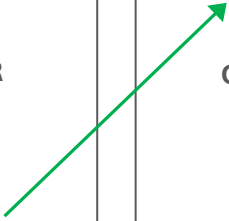


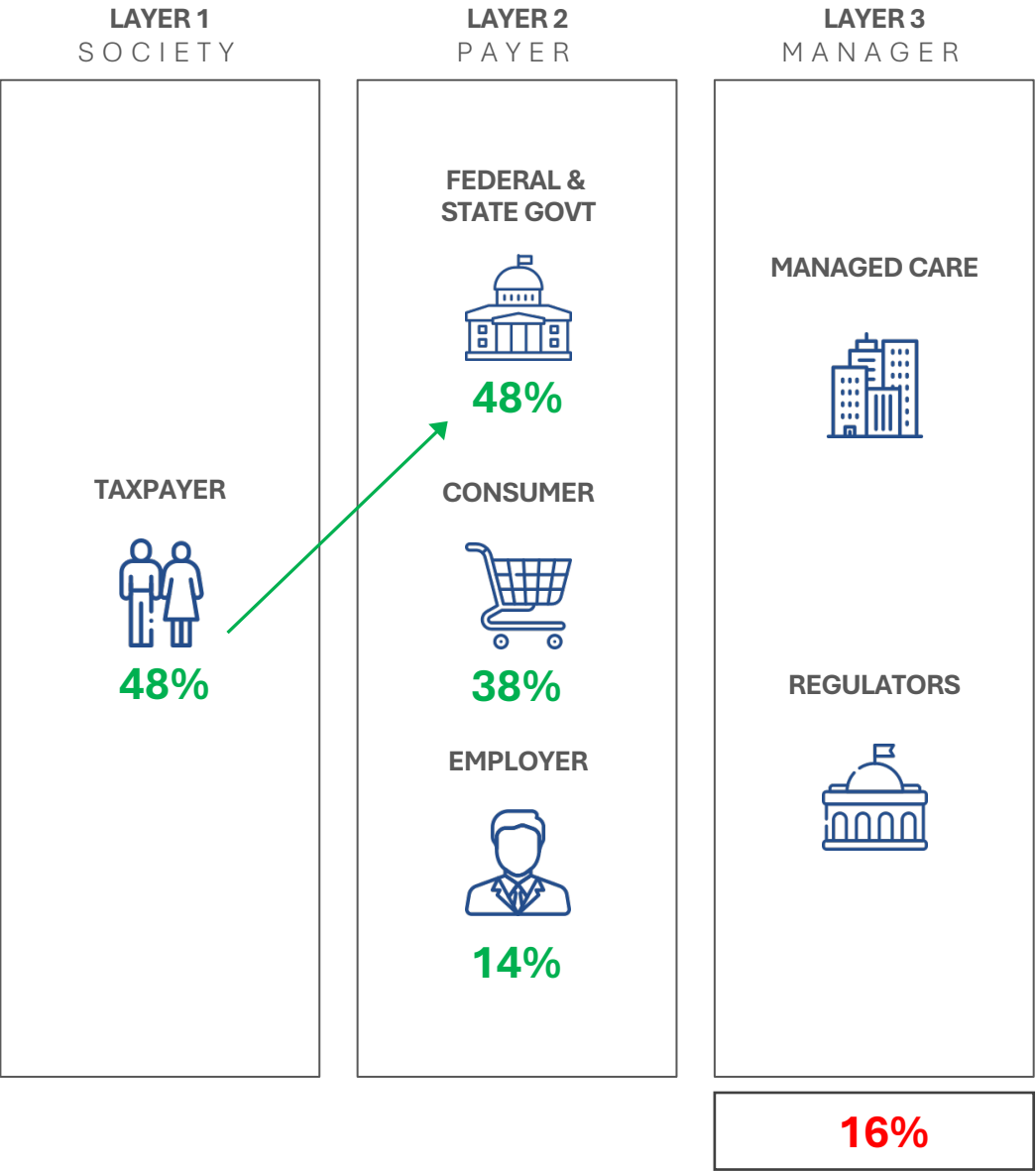
38%

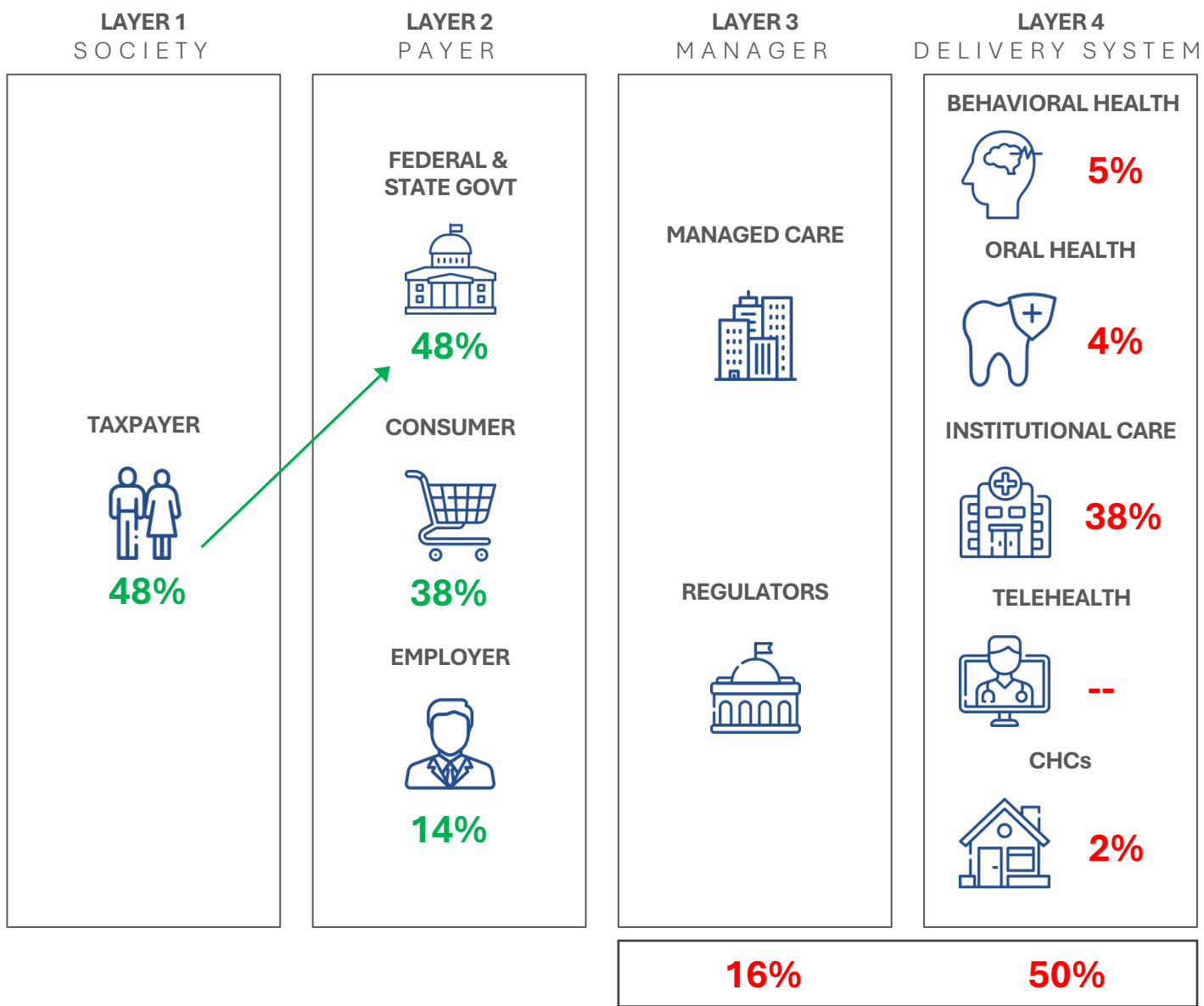
EMPLOYER

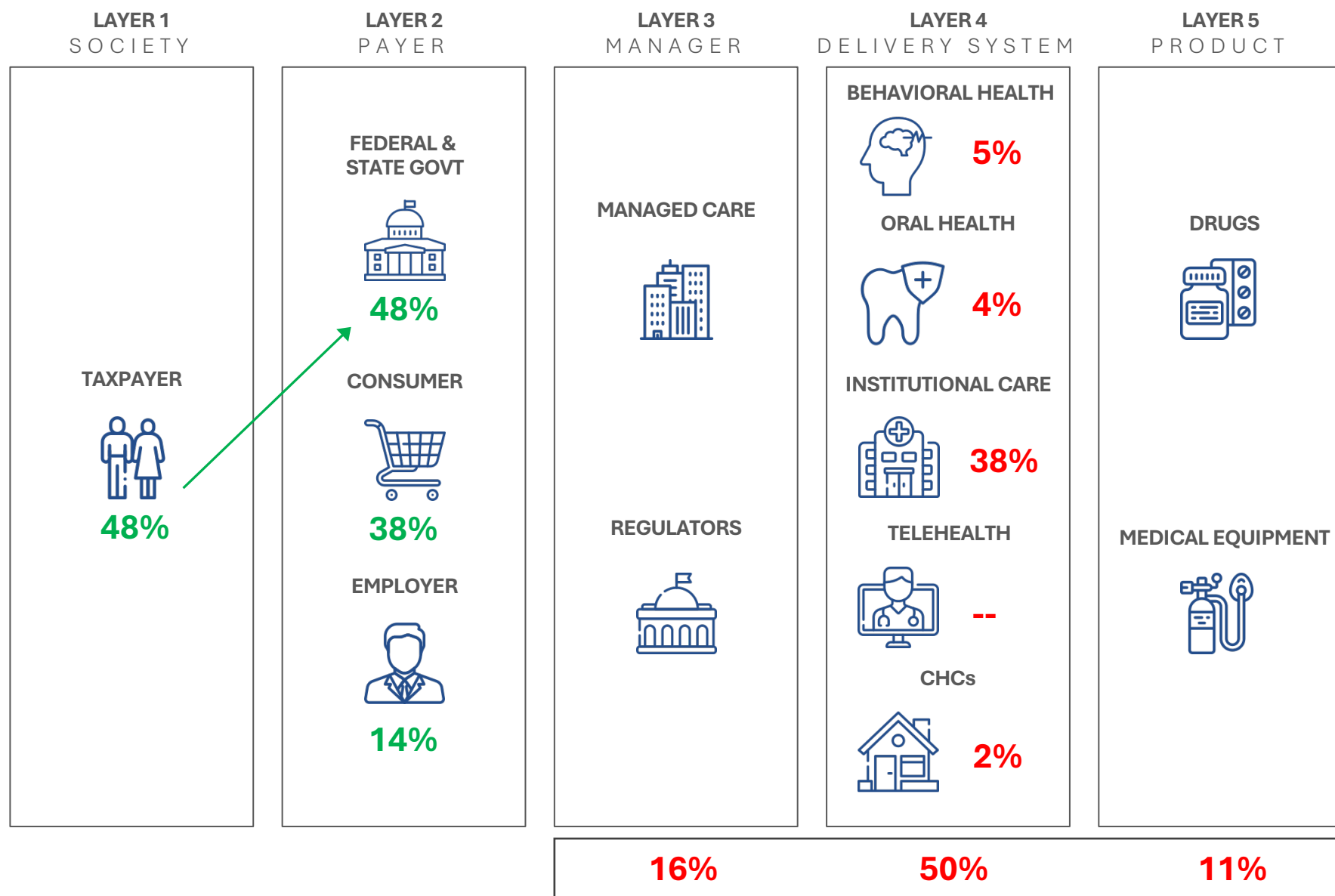


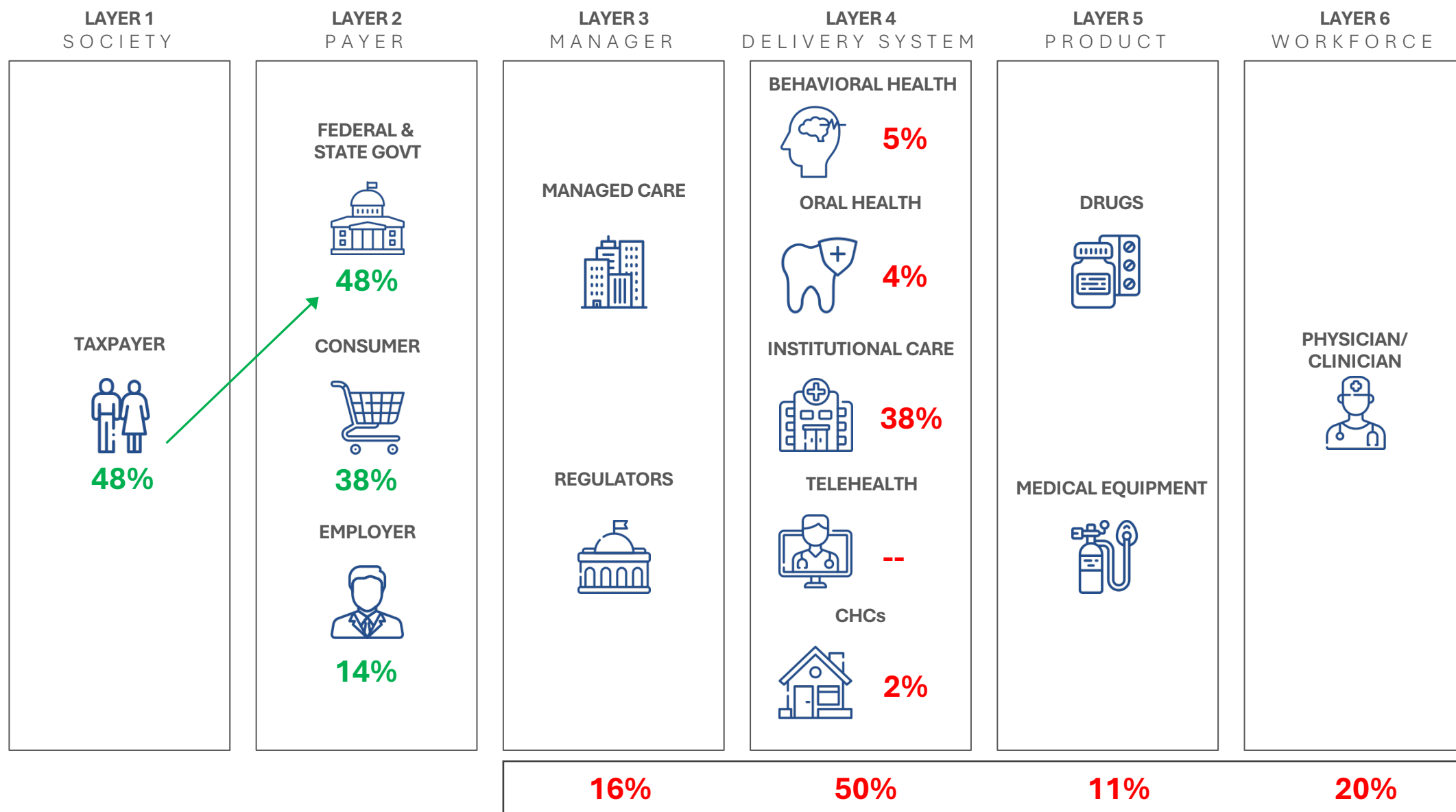
14%

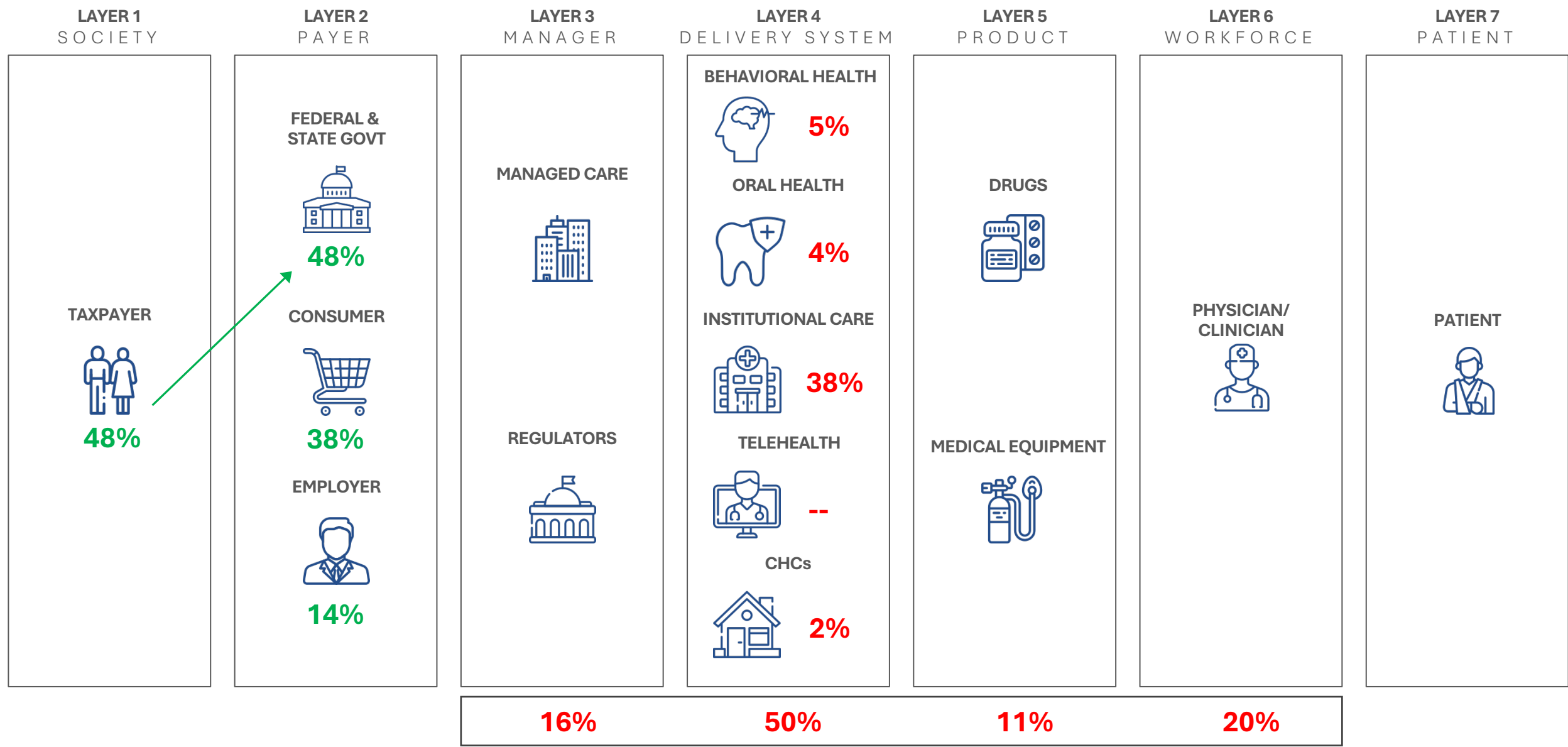


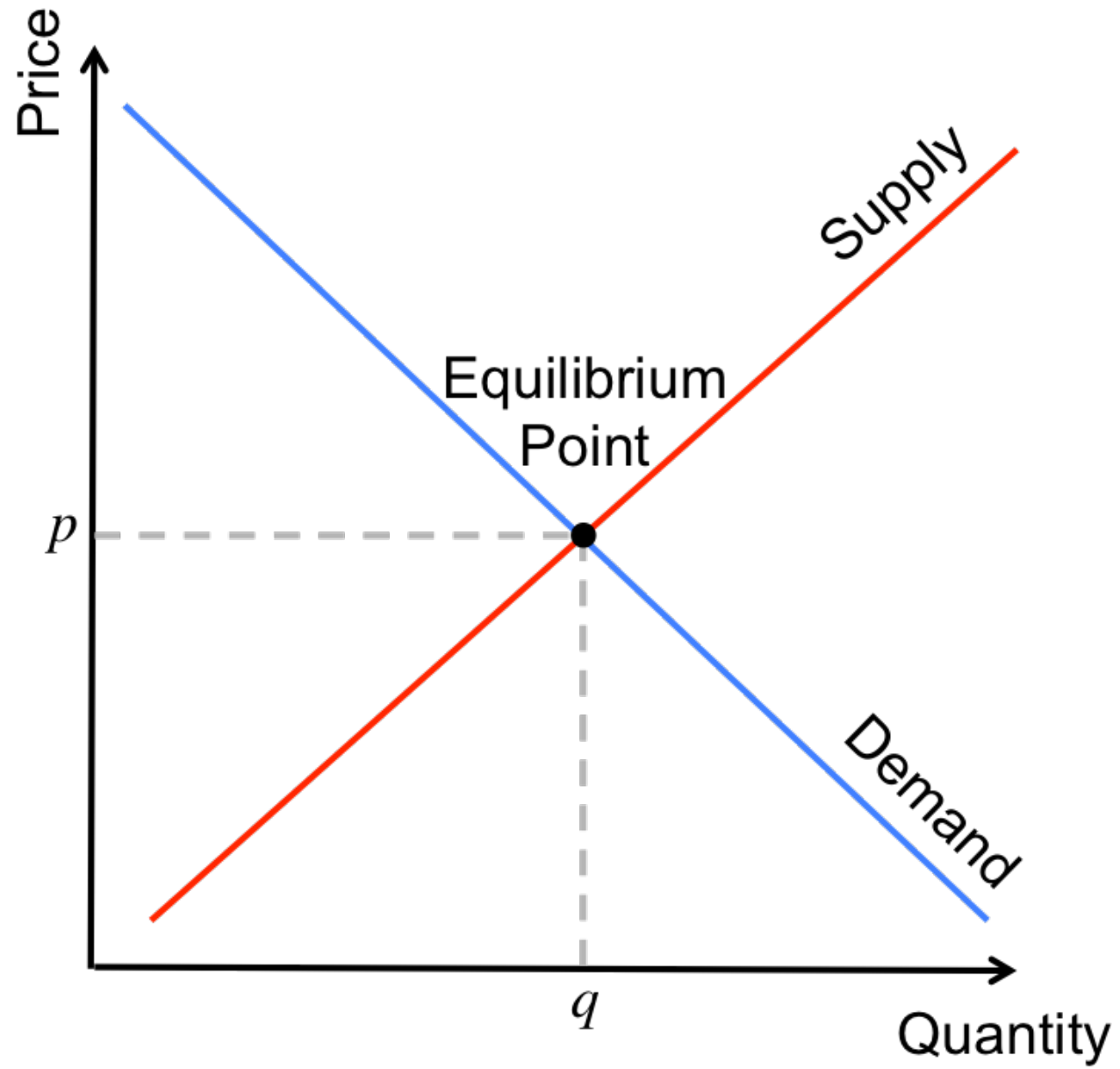














Buyers and sellers have access to the same information



Sellers Compete to Sell More Widgets; Buyers Decide Which Seller's Widget and Price is Best for Them



Buyers make rational decisions



Buyers and/or Sellers Outside of a Transaction are Not Impacted (Positively or Negatively) by What Occurs in the Transaction



All sellers' incentives are aligned with each other and with the buyer

PHYSICIAN/
CLINICIAN



PATIENT



*Clinicians incentives
may be misaligned
from patients*

*Patients often don't
have the tools to
seamlessly navigate
the system*

LAYER 4
DELIVERY SYSTEM

LAYER 6
WORKFORCE

LAYER 7
PATIENT

BEHAVIORAL HEALTH



5%

ORAL HEALTH



4%

INSTITUTIONAL CARE



38%

TELEHEALTH



--

CHCs



2%

PHYSICIAN/
CLINICIAN



PATIENT



*Clinician incentives are
not organized in favor
of the Quadruple Aim*

LAYER 3
MANAGER

LAYER 4
DELIVERY SYSTEM

LAYER 6
WORKFORCE

LAYER 7
PATIENT

MANAGED CARE



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REGULATORS



TELEHEALTH



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PATIENT



Manager wants to minimize outlays.

Providers are seeking to maximize income.

Market entry costs keep new entrants out; makes life for new entrants difficult.

LAYER 2
PAYER

LAYER 3
MANAGER

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DELIVERY SYSTEM

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WORKFORCE

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*Payer wants a
predictable budget and
for services to be
seamless.*

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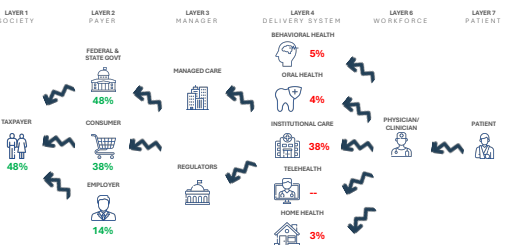


PATIENT

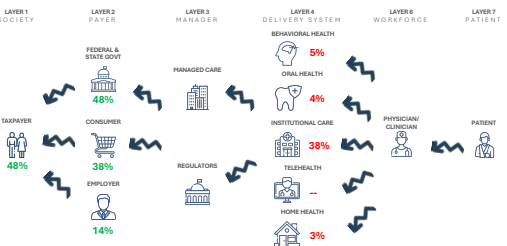


*Taxpayer makes
compulsory
contributions to the
system.*

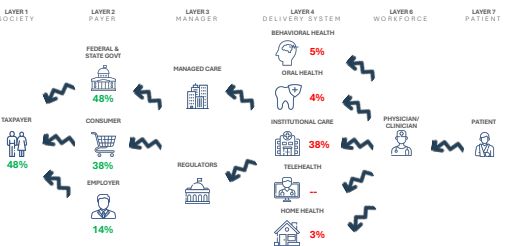
Commercial Contract 4



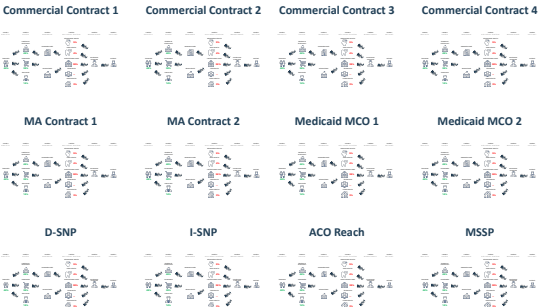
Medicaid MCO 2



MSSP



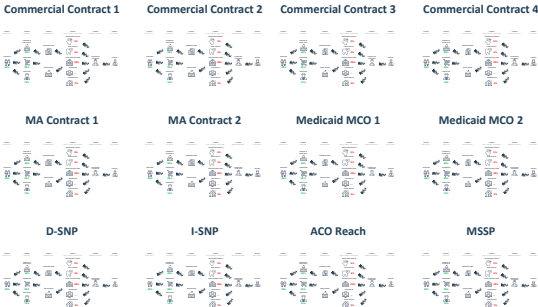
Alabama



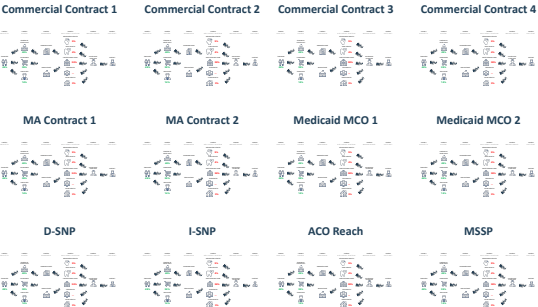
Alaska



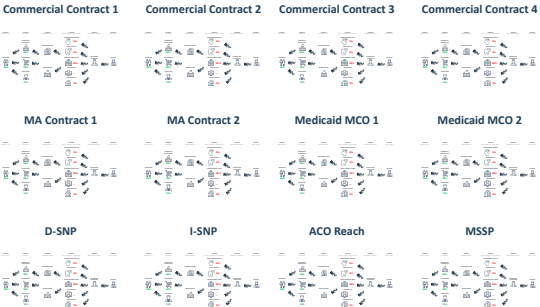
Arizona



Arkansas



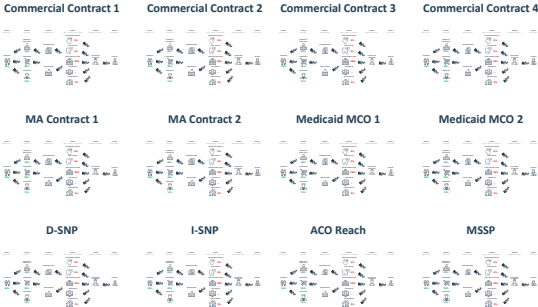
Idaho



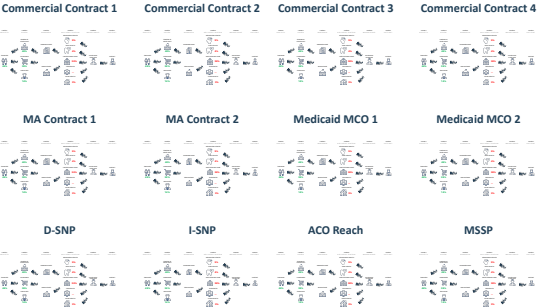
Illinois



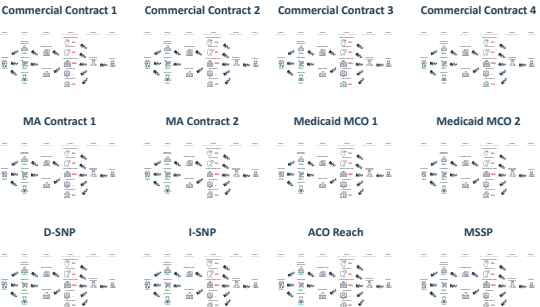
Indiana



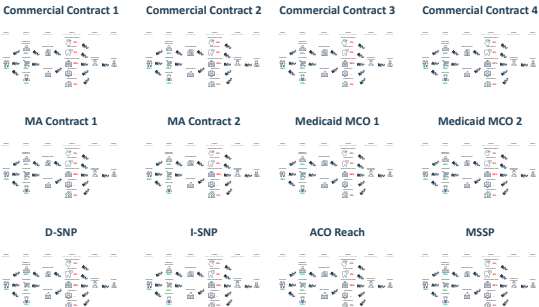
Iowa



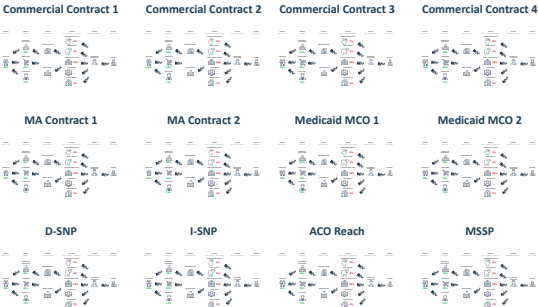
Washington



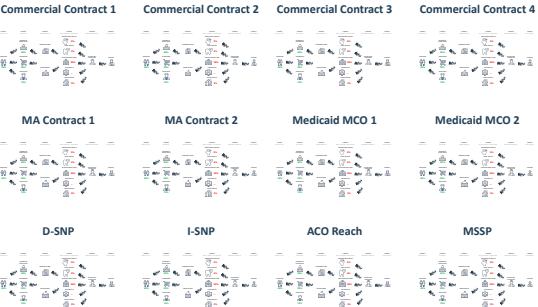
West Virginia



Wisconsin



Wyoming



1,885,500



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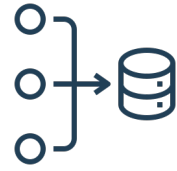
48%

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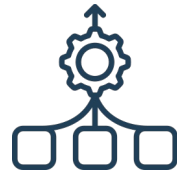
1

2

3



Keep vigilant on new data sources



Seek to consolidate and streamline where possible



Drive world class security mechanisms



Give data a specific job



Lean into generative AI tools

Thank You!

David.smith@thirdhorizonstrategies.com

