April 20, 2016
[Recipient name]
[Recipient address]

Dear [Addressee],

On behalf of the Patient-Centered Primary Care Collaborative (PCPCC), a 501(c)(3) not-for-profit membership organization that represents more than 1,200 diverse stakeholder organizations, including health care providers across the care continuum, payers and purchasers, researchers and academics, and patients and their families, we want to draw your attention to the recent announcement of "Comprehensive Primary Care Plus" (CPC+), the largest-ever Centers for Medicare & Medicaid Services (CMS) initiative to transform and improve primary care delivery nationwide. The PCPCC commends CMS for its leadership in supporting advanced primary care through regionally based multi-payer initiatives, and encourages [name of organization] to demonstrate its commitment to high-performing primary care by submitting a payer proposal to partner with CMS before the June 1, 2016 deadline.

The CPC+ builds from the original Comprehensive Primary Care (CPC) Initiative launched in 2012, which supported primary care practices in making stepwise care delivery changes consistent with high performing comprehensive primary care. Early evaluations of CPC demonstrated measured improvement in total monthly Medicare expenditures ($11 per beneficiary per month) as well as some summary measures of quality of care for patients with diabetes. In addition, the independent evaluators identified important opportunities to further scale and spread high performing primary care. These "lessons learned" are incorporated into CPC+ and represent the next step in advanced primary care for both care delivery and payment design.

Among other improvements, CPC+ offers a new hybrid payment track blending Medicare fee for service (FFS) and global payment for evaluation and management services (E&M). This offers primary care practices the flexibility they need to deliver care based on patient needs -- whether over the phone, via email, in alternative locations (such as senior centers), or through longer visits for patients with complex needs -- placing priority on the healing relationship between clinicians, care teams, and the patients they serve. In addition, CPC+ replaces shared savings with pre-paid bonus incentives tied to practice-level performance of utilization and quality (addressing time lag and regional aggregation issues in the original CPC), adds an additional payment tier for patients with complex needs (ensuring that psychosocial needs of the highest risk patients and their caregivers are addressed), incorporates health information technology vendors to partner in improving real time clinical data sharing, and expands the role of patient and family engagement to assist in quality improvement efforts.

Because CPC+ is structured around multi-payer collaboration that enables practices to change care delivery for their entire patient population, both public and private payer engagement is crucial. CMS will select the CPC+ regions according to where there is sufficient interest from multiple payers. Commercial payers willing to make similar payment arrangements, provide claims data feedback, and align quality measures with CMS will play a critically important role in driving the success of CPC+. As outlined in our annual patient-centered medical home evidence report highlighting 30
supporting high-performing primary care and multi-payer engagement. A recent issue brief we developed in partnership with the National Business Group on Health describes the primary care imperative for employers and their workforce.

On behalf of the PCPCC, we hope you will join us in supporting this timely effort to scale and spread high performing primary care through multi-payer efforts that promote a strengthened U.S. health system. We encourage you to consider submitting a payer proposal to CMS to partner with other stakeholders on the CPC+ program, benefiting both your members and the potential 3.5 million Medicare FFS beneficiaries – as well as millions more Medicare Advantage, Medicaid, and commercial patients -- who CPC+ is expected to serve. We remain committed to working with you and CMS to drive better health care, smarter spending, and healthier people. Should you have any questions or wish to further discuss, please do not hesitate to contact me via email.

Sincerely,

Marci Nielsen, PhD, MPH
President & Chief Executive Officer
Patient-Centered Primary Care Collaborative