

Maternity Multi-Stakeholder Action Collaborative Session 1
Making the Business Case
February 8, 2017, 2:00 – 3:00 pm ET

Meeting Purpose: Discuss and create messaging that payers can bring to their senior leadership, providers and other stakeholders, to obtain commitment to pursuing a maternity alternative payment model.

| Timeframe | Topic | Session Objectives |
|----------------|--|--|
| 2:00 – 2:05 pm | Welcome, Introductions and Meeting Overview | Roll call Review agenda |
| 2:05 – 2:30 pm | Discussant Interviews | Hear discussants discuss: <ul style="list-style-type: none"> • Context setting around why each payer chose maternity episodes and how many have been completed. • How were episodes “sold” internally as the right strategy to pursue? • Why was maternity care of special focus? • Results of each program. • Advice on making the business case. |
| 2:30 – 2:55 pm | Facilitated Discussion | <ul style="list-style-type: none"> • Review the draft “Making the Business Case” document to gather your feedback on whether the information meets your needs • Discuss what additional information and messaging MAC participants need to think about when making their “pitch,” e.g. <ul style="list-style-type: none"> – What is the clinical problem maternity APMs are trying to address? – How can we frame the clinical and delivery transformation goals of our proposed APM in a way that makes the investment resonate with senior leadership? – What data and tools do we have to calculate the kind of investment that is needed? • Identify leading and promising practices for further discussion • Discuss actions steps related to the topic that participants can begin to pursue |
| 2:55 – 3:00 pm | Wrap Up | <ul style="list-style-type: none"> • Review next steps <ul style="list-style-type: none"> – Participant action steps – Revising and finalizing the “Making the Business Case” document – Preparing for MAC Session #2: Quality Measurement |