



Getting Good Value

**Is the gain worth
the expense?**

Marge Ginsburg
Sacramento Healthcare Decisions

Identifying public views

- Can a medical treatment cost too much relative to the benefit it brings to patients?
- Should society use “cost vs. benefit” as a criterion for coverage?



Getting Good Value sessions

27 sessions - 297 participants



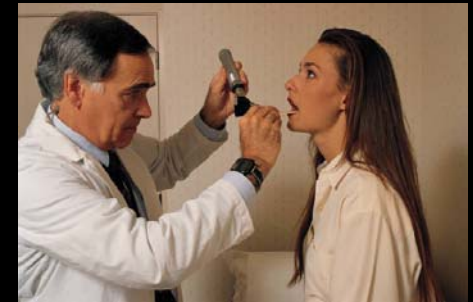
Three scenarios

Heart-spark



Cognimax

Annual work-up



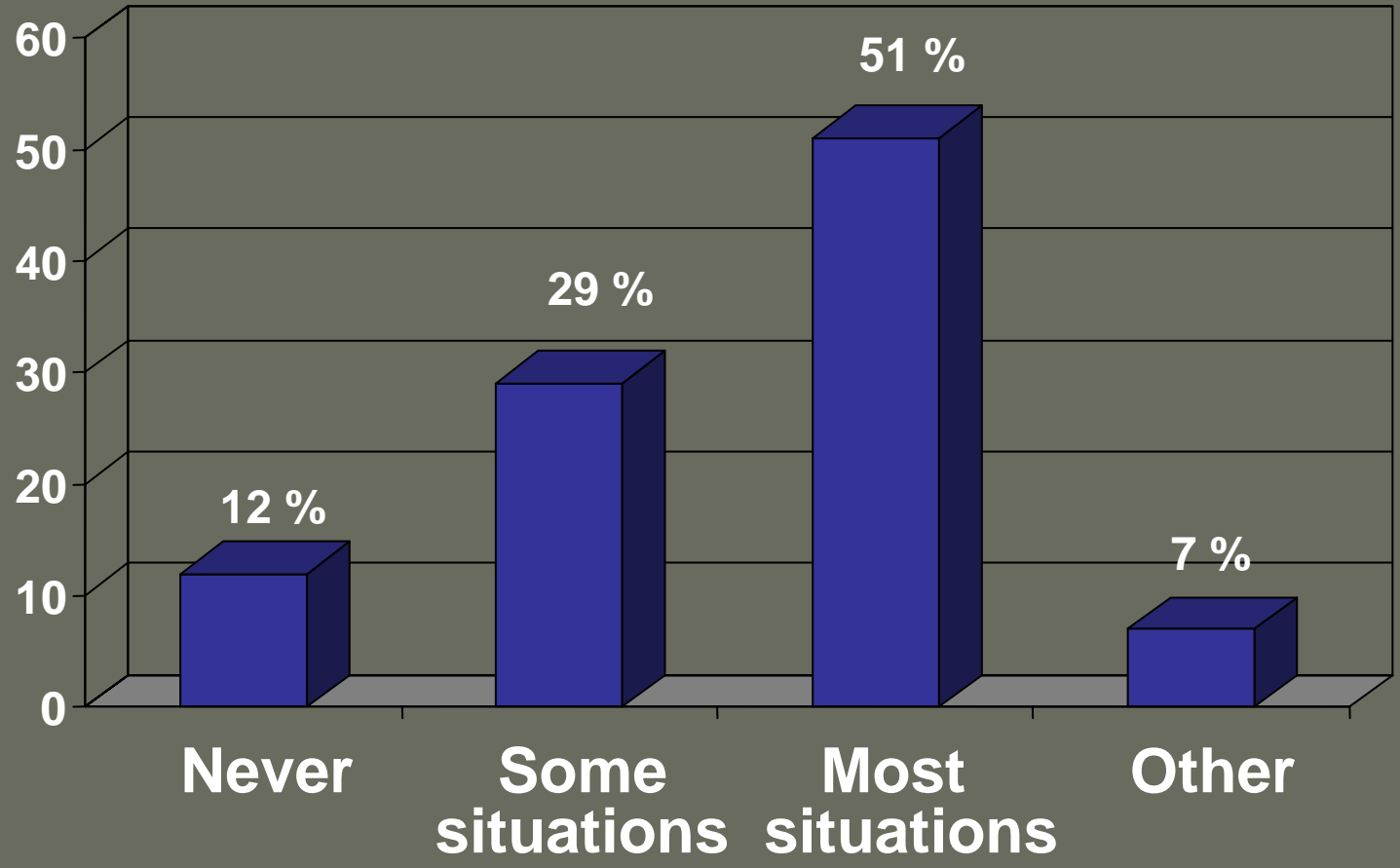
Yes, it should be covered

- Gov't wastes lots of money on other things
- Encourages innovation/ cost will drop
- It could be me or my family
- *“If it saves one person for a day, that’s what we are here for”*

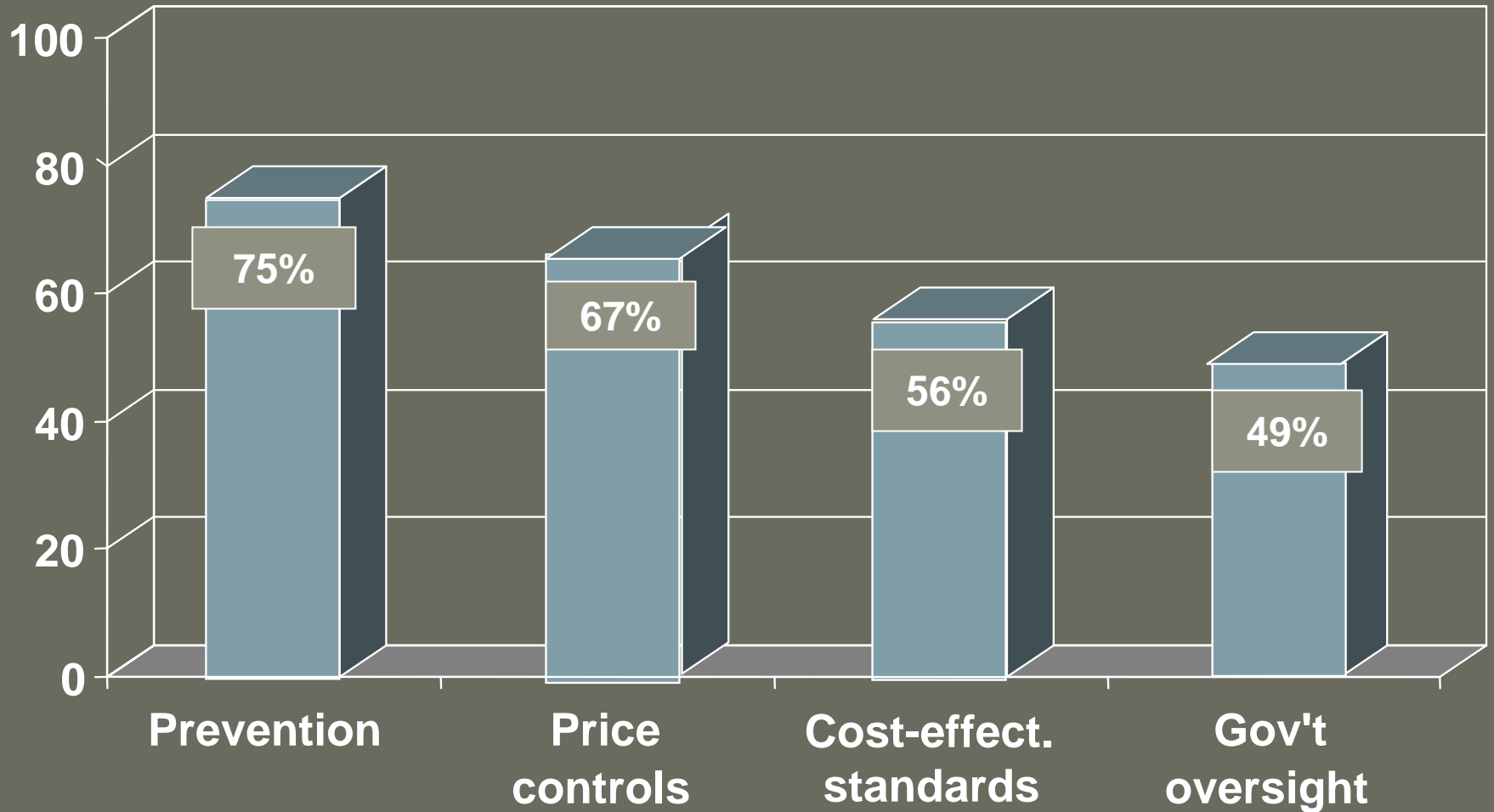
No, it shouldn't be covered

- Not enough people benefit for the cost
- Unit cost is too expensive
- Many better ways to spend the money
- It won't cure the disease...can't live forever

Should cost-effect. be considered



Which do you support to help reduce costs?



If using value-based criteria

- Introduce with other improvement strategies
- Present as getting best value not for cost-savings
- Counter concerns re. medical research
- Establish credible and transparent process

“...and if I were really making this decision, I’d obviously think about it tons more than I would the 5 minutes I’ve been sitting here.”

