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- Tell us what you think of today's content by taking the **brief survey** after the webinar concludes—we value your feedback!



**Thanks for joining us today—see you at noon CT!**



# Accelerating the Adoption of Value-Based Care With the CPT® Code Set

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# Our Presenters



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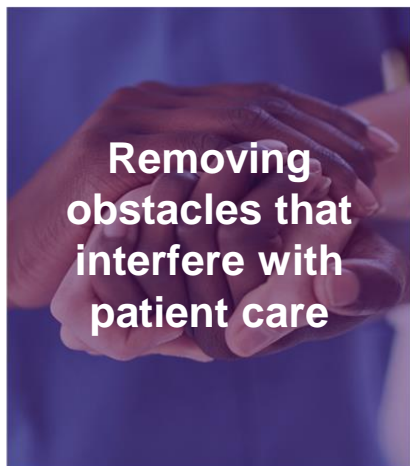


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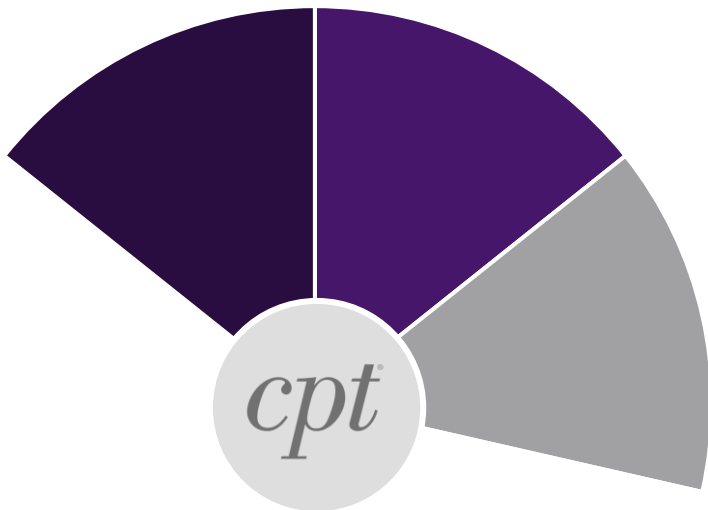


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# AMA: The Physicians' Powerful Ally in Patient Care



# CPT®: Perception



**Medical Code Set  
Terminology Standard**










**Claims-Based Reporting**



**Fee-for-Service Payment**

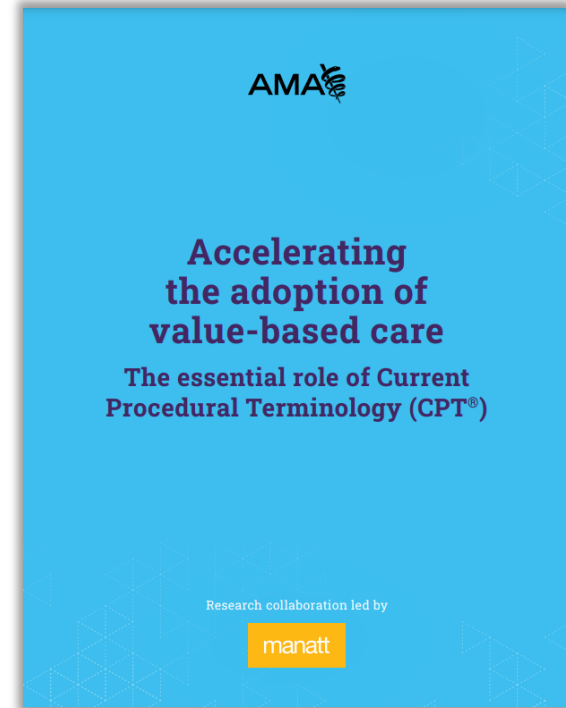
# CPT®: Perception vs. Reality



-  **Medical Code Set Terminology Standard**
-  **Claims-Based Reporting**
-  **Fee-for-Service Payment**
-  **Quality Management**
-  **Alternative Payment Models**
-  **Interoperability**
-  **Research**

# Today we'll cover...

- Overview of the findings and impact of new research on the role of the CPT® code set in value-based (VBC) care
- Real-world applications of the CPT code set in innovative care models
- Expert insight on what's working and where there are opportunities for continued evolution



Download your copy from the **Related Resources** section of this webinar console.



# Accelerating the Adoption of Value-Based Care: The Essential Role of CPT®

Jared Augenstein

Senior Managing Director

Manatt Health Strategies



# Why this research?

## Shift Towards Value-Based Care

- The AMA and Manatt initiated research to more fully understand **how CPT® codes enable the health care industry to deploy value-based care models**
- We gathered market perspectives on how the CPT code set plays into VBC arrangements today, including where it is supportive and where there may be opportunities for continued evolution
- Interviewed more than 40 leaders from 34 organizations

# Three Pillars for Value-Based Care Success

The key findings are that the CPT® code set serves as the common language for VBC today and is a critical enabler of the three pillars of VBC success going forward:

**Population health &  
quality management**

**Cost management**

**Alternative Payment  
Model (APM)  
contracting**

*cpt*®

# Population Health and Quality Management

- CPT® codes drive the **identification of patients for targeted clinical interventions**
- **Payer quality improvement efforts** are supported by CPT codes through detailed claims data analysis

# Cost Management

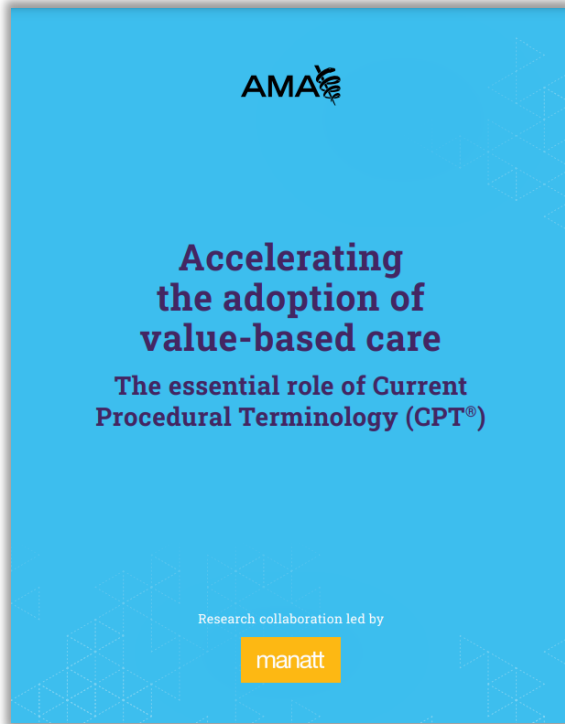
- The CPT® code set supports spend **benchmarking risk adjustment**, and establishment of budgets
  - CPT codes enable tracking spend against budget
  - Physician practices rely on CPT-based data to forecast expenses relative to benchmarks and assess likelihood of achieving savings
  - CPT codes help pinpoint when and where high-spend events occur, and allow for adjustments

# Alternative Payment Model Contracting

- The CPT® code set is foundational for **patient attribution** by supporting plurality of care assessments
- CPT codes serve as building blocks for developing **innovative, digitally enabled care bundles**
- The CPT code set enables **contracting** through pre-existing channels between companies offering digitally-enabled care and payers

# Panel Q&A





Download your copy of the issue brief from the **Related Resources** section of this webinar console for:

- **Case studies** featuring a not-for-profit integrated health care delivery system, a health plan and a group practice
- **Market perspectives** from interviewees across the health care ecosystem
- **Detailed view** of CPT® code set support of three pillars of VBC success



# Ways to Get Involved



## Attend a CPT® Editorial Panel Meeting

In Person or Virtually

- Feb. 6–8, San Jose, Calif.
- May 1–3, Brooklyn, N.Y.
- Sept. 18–20, Chicago, Ill.

[Register today](#) to virtually attend the February Panel Meeting!



## Apply for a CPT code

Participate in the CPT process by applying for a CPT code. Submit code change applications online via the [CPT Smart App](#).



## Deadline to apply is approaching!

Submit your code application by **Feb. 10** for consideration at the May Panel Meeting. For a full list of code application deadlines, visit the [AMA website](#).

# Next Steps



## Tell us what you think

Please complete our **post-webinar survey**.

Your feedback helps us deliver expert perspective on topics you want to learn more about.



## Expand your understanding with an AMA podcast

On **Jan. 24**, tune into the **AMA Update series** for a conversation between AMA leaders about this research and its significance to the health care ecosystem.



**Physicians' powerful ally in patient care**

# Appendix

Explore related AMA resources



# Additional AMA Resources on Value-Based Care

- [What is value-based care?](#)
- [AMA Ed Hub module: What are the components of value-based care?](#)
- [Future of sustainable value-based care: Best practices for payment methods](#)
- [The future of sustainable value-based care and payment: Voluntary best practices to advance data sharing](#)
- [CPT® Webinar: Value-based care and the CPT code set](#), recorded Sept. 7, 2023