

# TOP TEN CREATIVE VBP STRATEGIES

A Greg Allen Joint

**NORTH COUNTRY EDITION**

**MEDICAID  
TRANSPORT  
GOES OFF  
ROAD:**

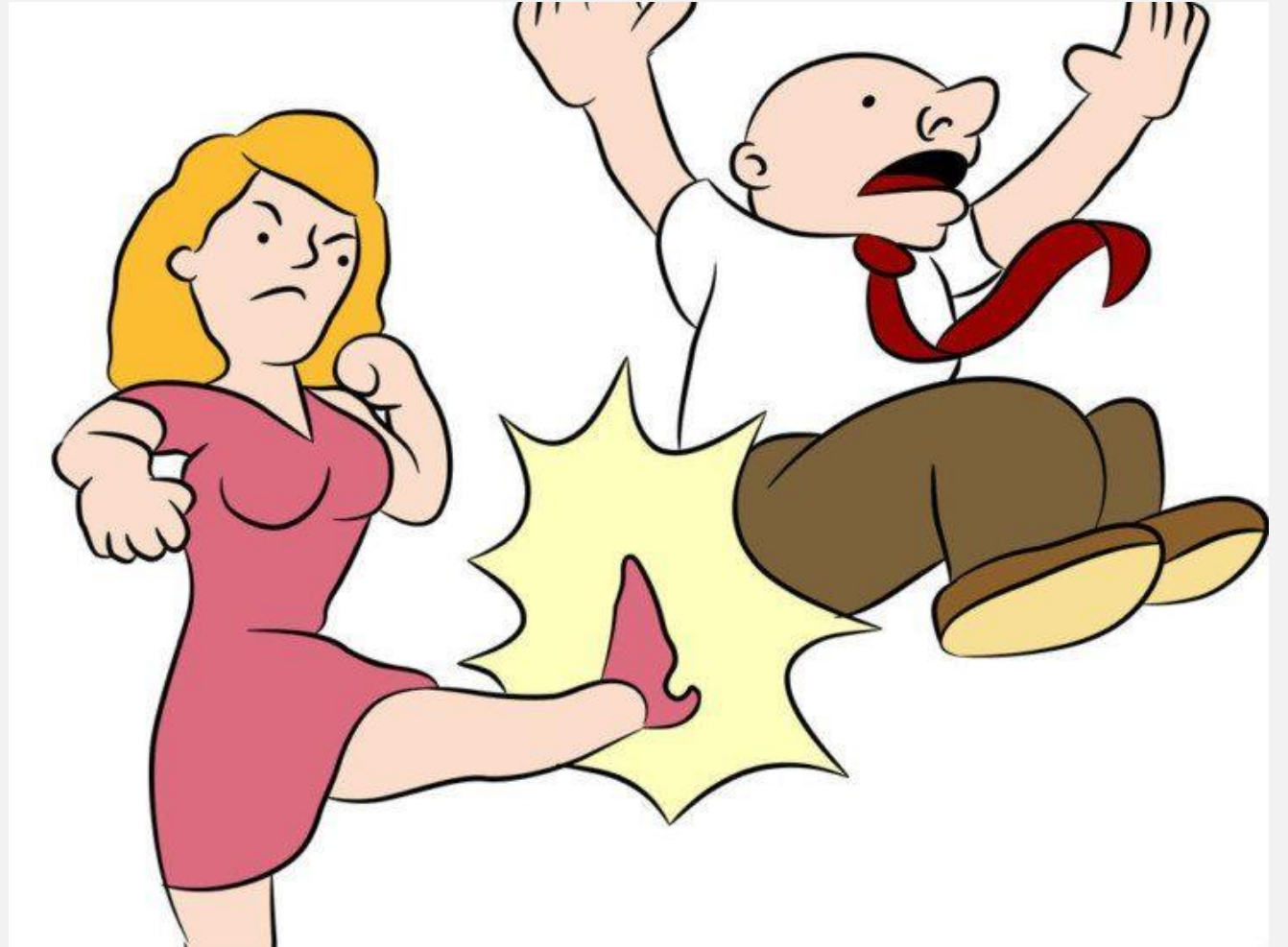
**FIRST UBER AND  
LYFT, NOW  
CANOES AND  
SNOWMOBILES**

*OMIG will monitor providers who pair this  
with trauma-related bundles*



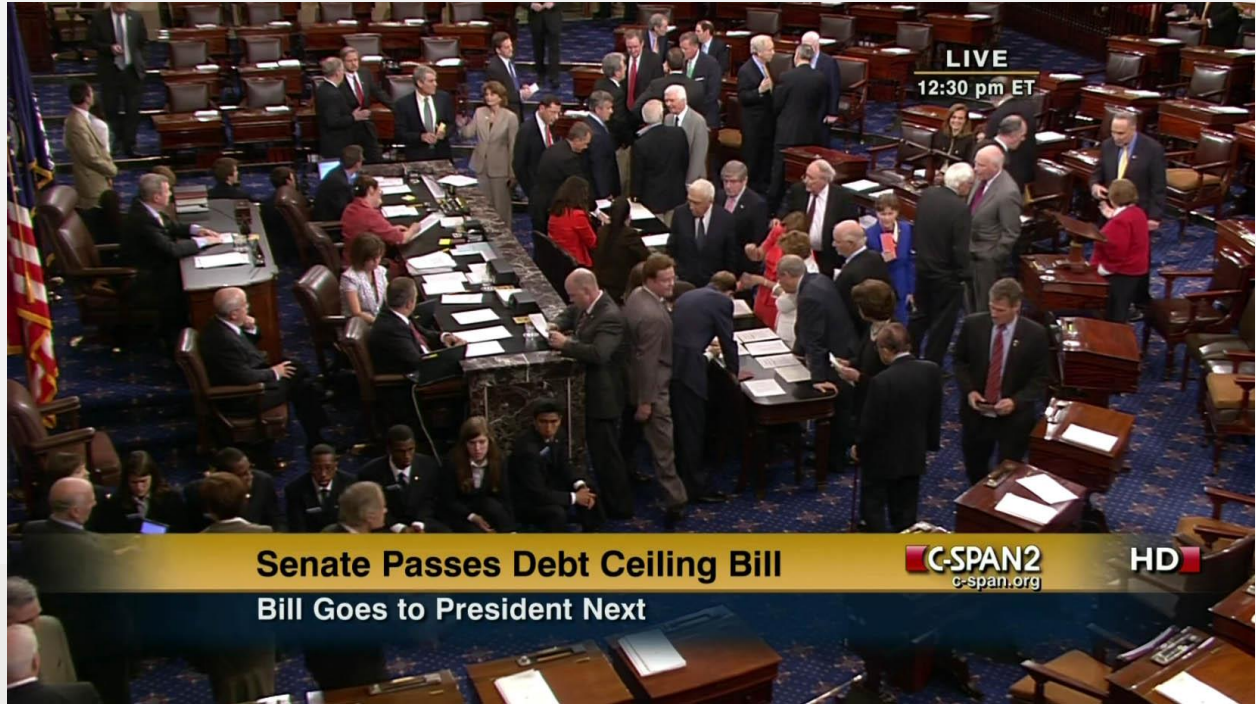
PODIATRY /  
PROCTOLOGY  
BUNDLE

*For that truly butt-kicking incentive payment*



THE C-SPAN  
WAITING ROOM

ALL ER WAITING  
ROOM TVS TUNED  
TO C-SPAN ON  
FULL VOLUME.



*You SURE your PCP can't handle this ?*

## DISTRIBUTION MONOPOLY:

PCPS ONLY  
LOCATION  
AUTHORIZED TO  
SELL LIVE BAIT

*That's one way to hook 'em in*



MEDICATION  
COMPLIANCE:

FREE TEASERS  
FOR UPCOMING  
GAME OF  
THRONES  
EPISODES WITH  
EACH TIMELY  
PRESCRIPTION  
REFILL.

*The Pharmacist Remembers*



# LUMBERJACK BUNDLE:

MOBILE ER  
PAIRED WITH  
ORTHO  
SPECIALTY  
SERVICES

*Splinters considered a high-acuity carve out*



# CREATIVE CARE MANAGEMENT ASSIGNMENT STRATEGIES



*Like none of us have ever wanted to 'swipe right' on one of our doctors ...*



## RESPIRE SERVICES: NON-HCBS

DROP YOUR  
CHILDREN OFF AT  
A LOWER-  
PERFORMING  
HEALTH PLAN  
NEAR YOU

*Close Encounters of the annoying kind.*



REGULATORY  
WAIVER:  
BOONDOCK  
ACCESS RULES  
(BAR)

*Allowing for mobile clinic placement at  
NASCAR races, OTBs, Bowling Alleys, and  
Bassmaster events*



# TELEMEDICINE OBESITY PREVENTION



*Receive a free frozen yogurt if you call your care manager BEFORE entering 5 Guys.*