

Performance Measurement: What the Marketplace Requires

*Vincent E. Kerr, MD
President, Care Solutions
UnitedHealthcare
October 30, 2008*

The Business Imperative

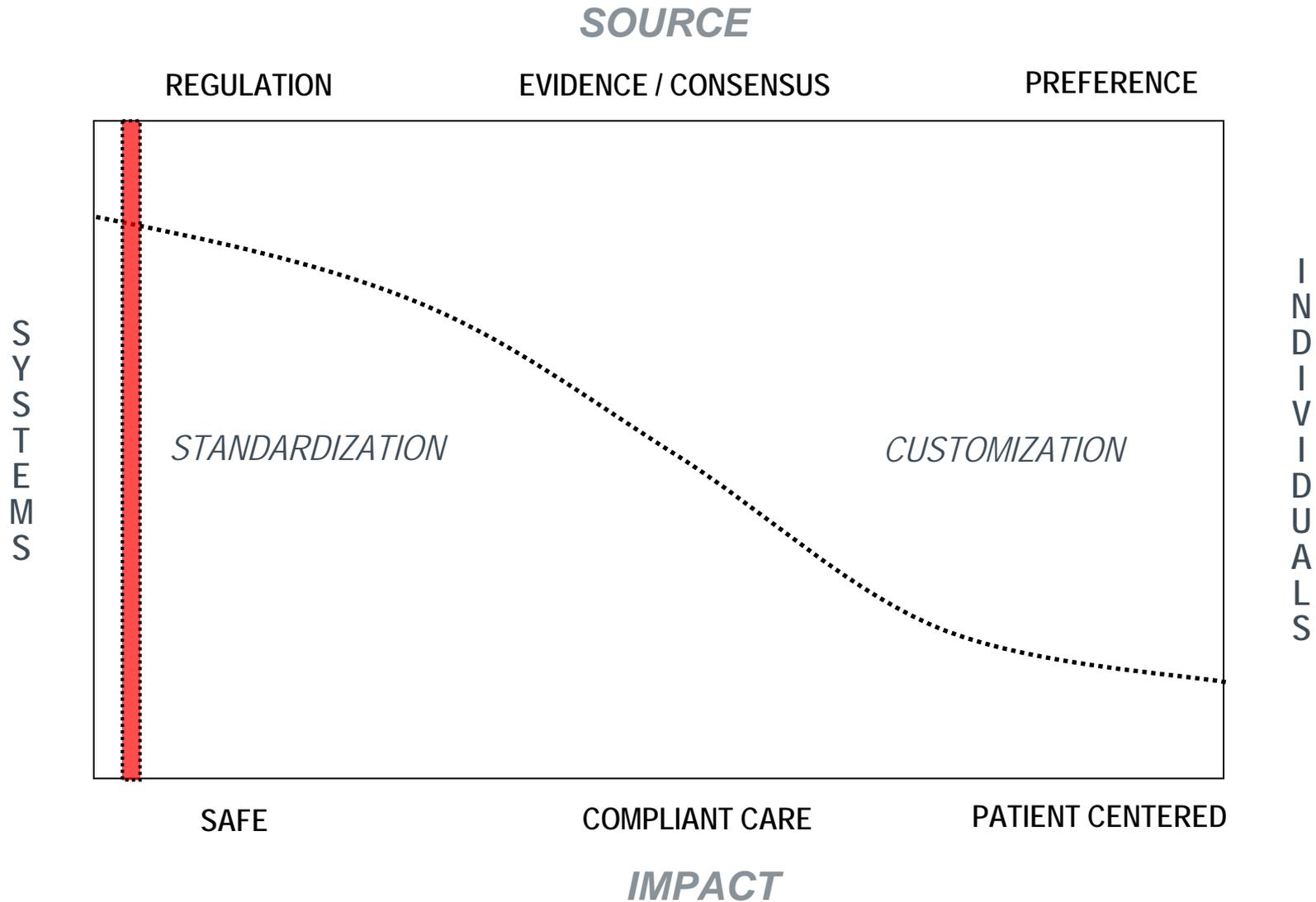


Employers Are Demanding:

- Better Value
- Adherence to EBM Guidelines
- Effective Consumer Engagement
- Affordability

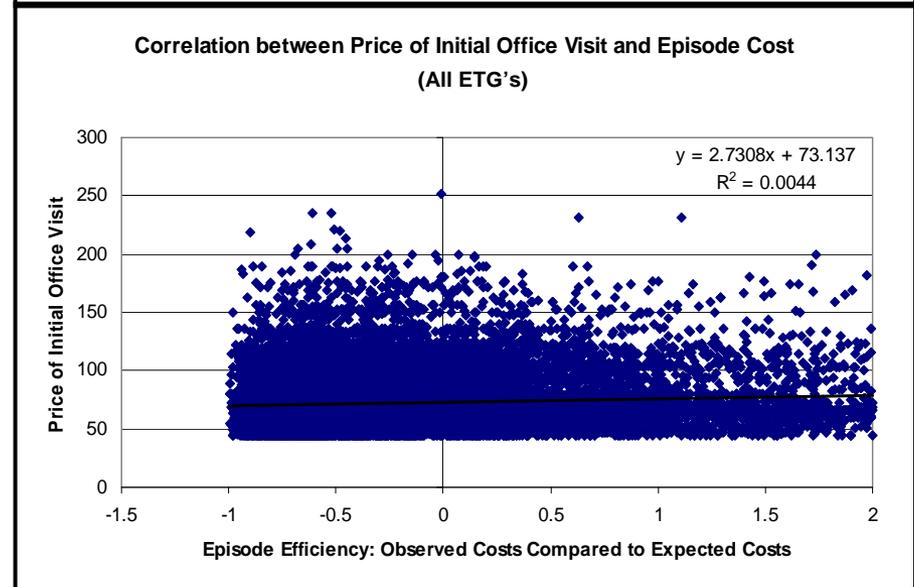
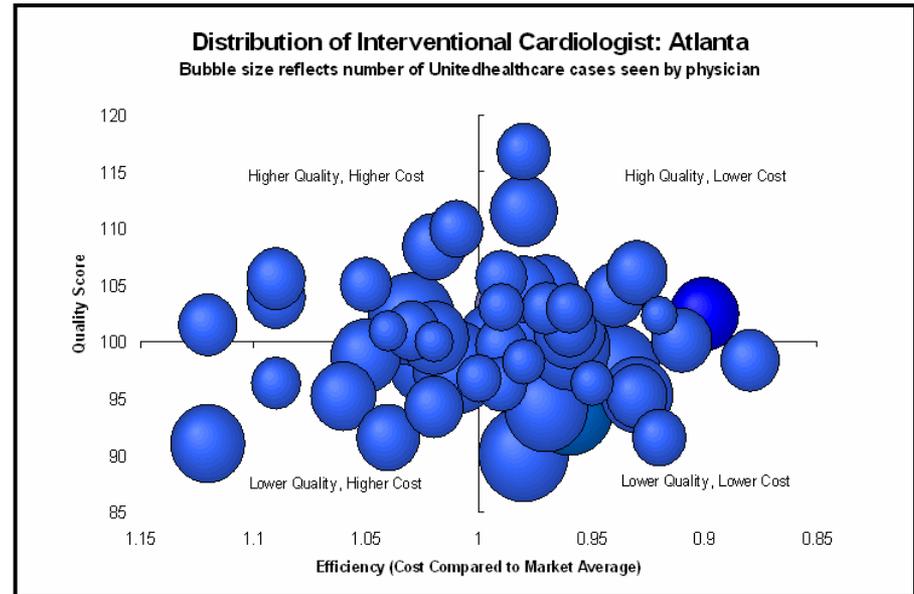
Over 30% of the incremental value of health care is locked in a single consumer selection decision

Performance Measurement



Attributes of Performance Measurement

- **Meaningful**
- **Comprehensive**
- **Accurate**
- **National**
- **Externally Validated**
- **Paired with Efficiency**
- **Fair**



Treatment Decision Support Focus

- Preference Sensitive
- Multiple Treatment Options Available
- High Variability
- Prevalence
- Cost
- Reliable Data on Effectiveness, Side Effects, Complications

Ideally Paired with Performance Information