

Study Committee on Direct Primary Care

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Presentation Overview

- Association Approach to Public Policy
- Evaluation of Impact of Direct Primary Care
- Issues for Consideration
- Recommendations

WAHP Approach to Public Policy

- 11 Wisconsin Community-Based Health Plans
- State-based trade association, focused on state issues, state markets



Evaluating Direct Primary Care

- What is the impact of direct primary care on the individual insurance market?
- What is the impact on consumers?
- What is the impact on public programs like Medicaid Managed Care?

Impact on Individual Insurance Market

- What is the potential impact on direct primary care on goals for the individual market: affordability; risk pool stability; regulatory certainty; protection for pre-existing conditions?

Increased adoption of direct primary care could accelerate adverse selection, raising premiums for those who need comprehensive and specialty care

Impact on Consumers

- What is the impact of direct primary care on consumers as market grows organically or via legislation?

The potential for consumer confusion and consumer harm increases as direct primary care functions more like insurance without the same regulations and consumer protections

Impact on Public Programs

- What is the impact of incorporation of direct primary care into public programs?
- The impact is unknown, but raises questions:

What problem are we trying to solve?

How would this work?

With Medicaid, is there a math problem?

What about quality requirements?

Primary Care Provider Pilot

WIS. STAT. 49.45 (24) PRIMARY CARE PROVIDER PILOT.

“The department may request a waiver from the secretary of the federal department of health and human services under [42 USC 1396n](#) (b) (1) to permit the establishment of a primary care provider pilot project.

If the waiver is granted, the department may establish a primary care provider pilot project under which primary care providers act as case managers for medical assistance beneficiaries.

If the department establishes a primary care provider pilot project, it shall reimburse a case manager for the allowable charges for case management services provided to a beneficiary participating in the pilot project.”

Key Considerations

- Should the state regulate direct primary care contracts?
- Is legislation appropriate?
- How can the state ensure adequate consumer protections?

Recommendations

- No statutory exemptions from state insurance law
- Incorporate consumer protections included in ASA 1 to AB 798, and:
 - (a) designate agency for state oversight,
 - (b) require direct primary care practices establish proof of financial responsibility to cover the financial exposure of their patients

Questions?