

Greetings,

The Washington State Health Care Authority (HCA) is seeking provider input on their annual Paying for Value survey.

To better understand your needs, HCA is requesting your participation in a [survey on the use of value-based purchasing \(VBP\) arrangements](#) among Washington State providers. This survey will provide valuable insight into the challenges you face as you consider adopting new payment arrangements. The survey will also guide us in supporting you.

How can I help?

[Please complete the survey](#) **by 5:00 p.m. on Monday, August 31.**

The survey is designed to be filled out by an administrative leader, with consultation from clinicians as necessary. HCA is seeking only one response per organization. The survey should take no more than 30-45 minutes to complete.

What's the purpose of this survey?

This survey helps inform HCA's strategic direction toward their goal of 90 percent of state-financed health care and 50 percent of the commercial market in VBP arrangements by 2021. These goals align with similar efforts underway in the Medicare program.

Why VBP?

Health care reimbursement has traditionally rewarded the volume of services provided, which contributes to wasteful, unnecessary spending and fragmented care. New payment models provide the opportunity to transform our health care system into one that rewards value. Alternative payment arrangements can incentivize the delivery of effective preventative care and give providers greater flexibility to allocate resources in ways that better meet provider and patient needs.

The shift from fee-for-service payment to VBP will result in better care for patients and better sustainability and satisfaction for providers. We, along with HCA, recognize that system change takes time, energy, and resources. We want to make sure you are supported throughout this process.

Thank you for your time! We value your input on this important topic.

Sincerely,

[Name here]