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Health Outcome Market Access Algorithms

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BACKGROUND

The CMS **ACCESS Model** (Advancing Chronic Care with Effective, Scalable Solutions), launching **5 July 2026** for a 10-year national test, introduces **Outcome-Aligned Payments (OAPs)** for technology-supported chronic disease management in Original Medicare. The model spans **four tracks** (eCKM, CKM including diabetes, MSK, BH) affecting more than **two-thirds of Medicare** beneficiaries. ACCESS Participants receive recurring monthly payments tied to the share of beneficiaries achieving condition-specific outcome thresholds, with 50% of each payment withheld pending performance reconciliation [1,2,3].

OBJECTIVES

To propose a **health economic modeling framework** specifically designed for the ACCESS incentive structure, demonstrate why traditional CEA and BIA approaches are insufficient, and specify three new model types aligned with the margin-based decision logic facing ACCESS Participant organizations.

METHODS

ACCESS payment mechanics were analyzed from CMS public documentation, including the **December 2025 Request for Applications** and **February 2026 Payment Amounts and Performance Targets** release [1,3]. The Participant economic decision logic was characterized as a margin equation (see Figure 1). Three model types were specified to align with this margin-based logic, and traditional CEA, BIA, and the proposed ACCESS framework were compared across six dimensions.

FROM KNOWLEDGE GAPS TO OPERATIONAL PARAMETERS

Status update as of May 2026

RESOLVED

OAP payment amounts
Annual allowed (Initial Period): CKM \$420, eCKM \$360, MSK \$180, BH \$180. Follow-On Period at 50% [3].

Outcome thresholds specified
Diabetes (CKM): final HbA1c < 7.5% OR 1 percentage-point reduction. Other tracks similarly defined [3].

Performance & withholding
50% Outcome Attainment Threshold for 2026; 50% of each monthly payment withheld pending reconciliation [3].

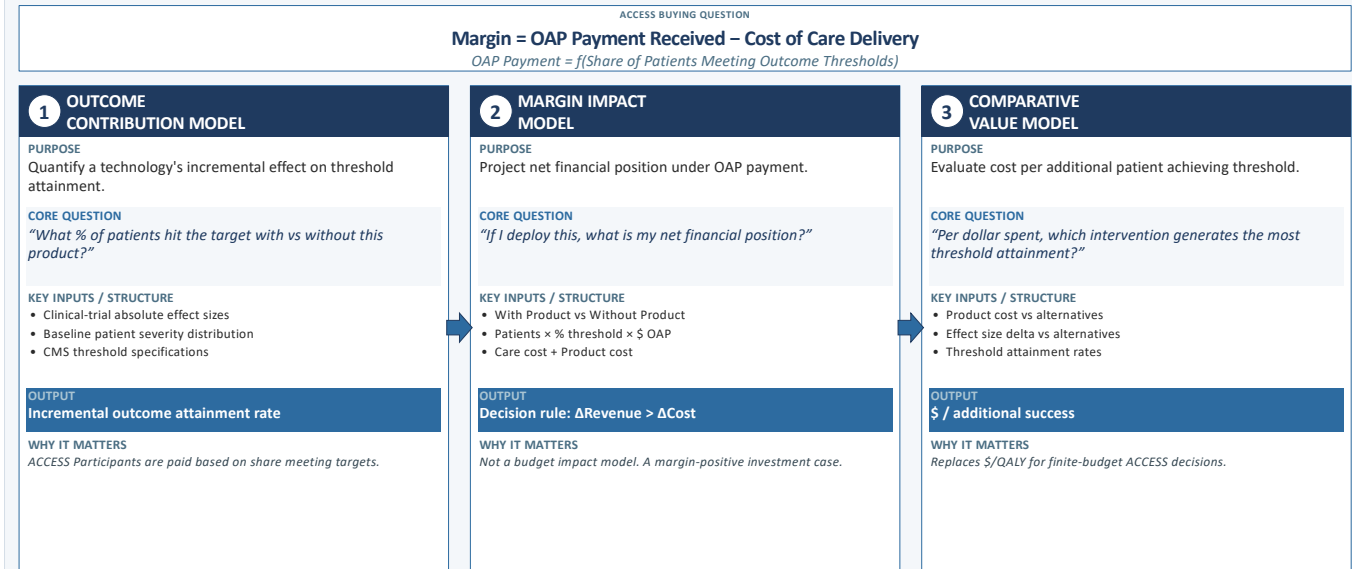
STILL OPEN

OAT trajectory beyond 2026
Documentation states thresholds increase each participation year, but year-on-year trajectory not yet published [3].

Risk-adjustment coefficients
Methodology disclosed; specific adjustment factors and rural enhancement values not yet detailed [3].

Framework remains operationalizable: known parameters populate the Margin Impact Model directly; pending parameters addressed via scenario analysis.

RESULTS: THREE-MODEL FRAMEWORK FOR ACCESS VALUE DEMONSTRATION



FRAMEWORK COMPARISON: TRADITIONAL vs ACCESS

DIMENSION	TRADITIONAL CEA	TRADITIONAL BIA	ACCESS FRAMEWORK
Decision-maker	Payer / HTA body	Payer / Health system	ACCESS Participant org
Core question	Is ICER acceptable?	What is total spend?	Does this improve my margin?
Primary metric	\$/ QALY	Total cost	Net margin under OAP
Outcome measure	QALYs gained	N/A (cost focus)	% achieving threshold
Perspective	Societal / health system	Payer budget	Provider operating margin
Competitive metric	Comparative ICER	Relative cost impact	\$/ additional success

ACCESS reframes value across all six dimensions: from societal cost-effectiveness to provider operating margin under Outcome-contingent payment.

KEY INSIGHTS & IMPLICATIONS

- Margin, not cost-effectiveness, is the buying question.**
ACCESS Participants ask whether a technology improves net margin under outcome-contingent payment.
- Three new model types replace traditional approaches.**
Outcome Contribution, Margin Impact, and Comparative Value supersede CEA, BIA, and cost-savings logic.
- Framework now operationalizable.**
February 2026 CMS payment release allows model structures to be populated before July 2026 launch.

IMPLICATIONS FOR MANUFACTURERS

Evidence: trials should measure absolute effect sizes on ACCESS-relevant thresholds.
Pricing: margin viability threshold becomes a critical strategic input.
Positioning: emphasize \$ per additional success over \$ per QALY.

TAKE-HOME MESSAGE

Traditional cost-effectiveness models cannot answer the ACCESS buying question. The proposed three-model framework, now operationalizable with February 2026 CMS parameters, prepares manufacturers for the model's July 2026 launch.

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DISCLOSURES

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AI-assisted content disclosure
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