

3. Scientific Evidence Emphasis

EBS Certified Products should provide distinct coverage levels for different services according to their status with respect to evidence-based clinical- and cost-effectiveness, and related benefit administration categories. For this purpose, “evidence” should include consideration of variations in the applicability of scientific studies based on demographic or other patient-specific variables.

- a. Evidence-Based Schedule of Services – A higher than standard level of coverage should be provided for the majority of preventive services that research has determined to be highly clinically- and cost-effective, and that can be identified on the basis of a schedule of services and health care claim-based information. Example:
 - Primary evidence-based preventive services for children and adults that are highly recommended in scientific studies or guidelines should be covered at the highest level.
- b. Evidence-Based Programs and Networks – A higher than standard level of coverage should be provided for the majority of services that research has determined to be highly clinically- and cost-effective, that cannot be identified through claim-based information but can be identified through specific programs, networks, or other methods that achieve clinically- or cost-effective outcomes. This would be accomplished by identification of effective programs or providers through the certification process (see recommendations #8-9), and members accessing the lowered cost sharing benefits tier through the specified programs or providers. The product could exclude from coverage entirely, or apply higher cost sharing to, services received from non-certified programs or providers. Evaluation of such programs, networks, or other methods should ensure that health plans have the necessary administrative systems in place. Examples of programs or networks that could qualify for higher than standard levels of coverage:
 - Diabetes treatment services highly recommended by and consistent with scientific studies or guidelines and provided through a designated provider network that achieves outcomes highly consistent with those standards.
 - Asthma treatment services highly recommend by and consistent with scientific studies or guidelines and provided through a disease management program that achieves outcomes highly consistent with those standards.
 - Hypertension treatment services highly recommended by and consistent with scientific studies or guidelines and provided through a medical home program that achieves outcomes highly consistent with those standards.
 - Mental health services highly recommended by and consistent with scientific studies or guidelines and provided through an integrated physical / mental health clinical support program that achieves outcomes highly consistent with those standards
- c. Multiple Evidence-Based Options – For services where multiple evidence-based options are available that are comparable in clinical- and cost-effectiveness, coverage should accommodate different options and consideration of patient preferences and values. Patients may be provided incentives to use provider networks that emphasize shared decision-making in which decision support systems are used to provide patients with