NKF Town Hall

Town Hall
July 18, 2019
The Advancing American Kidney Health Initiative

July 18, 2019
Launch of the Advancing American Kidney Health Initiative

*Three Goals*

1. **Reduce the Risk of Kidney Failure**
2. **Improve Access to Treatment Options for Kidney Failure**
3. **Increase Access to Kidney Transplants**
Launch of the Advancing American Kidney Health Initiative

New kidney care policies from:

- Executive Order on Advancing American Kidney Health

- Department of Health and Human Services paper, "Advancing American Kidney Health"

- Five kidney care payment models from CMS Center Medicare & Medicaid Innovation (CMMI)
Executive Order on Advancing American Kidney Health

By the authority vested in me as President by the Constitution and the laws of the United States of America, it is hereby ordered as follows:

Section 1. **Purpose.** My Administration is dedicated to advancing American kidney health. The state of care for patients with chronic kidney disease and end-stage renal disease (ESRD) is unacceptable: too many at-risk patients progress to late-stage kidney failure; the mortality rate is too high; current treatment options are expensive and do not produce an acceptable quality of life; and there are not enough kidneys donated to meet the current demand for transplants.
Executive Order on Advancing American Kidney Health

Defines priorities & sets timelines:

• Kidney disease awareness initiative
• Development of artificial kidney
• New payment models
• Supporting living donors
• Reducing kidney discards
• Enhance OPO metrics
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*Three bold goals*

- Reduce the number of Americans developing ESRD by 25% by 2030
- Aim for 80% of new American ESRD patients in 2025 receiving either home dialysis or a transplant
- Aim to double the number of kidneys available for transplant by 2030
# The Advancing American Kidney Health Initiative

## Defining Objectives

| Reduce risk of kidney failure | Advance public health surveillance & research to identify populations at risk
| Encourage adoption of interventions to delay or stop progression |
| Improve access to and quality of treatment options | Improve access to patients preferred range of treatment options for kidney failure
| Introduce payment models |
| Catalyze development of wearable or implantable artificial kidney |
| Increase access to kidney transplants | Increasing organ recovery and reducing the organ discard rate
| Removing disincentives for donation and ensuring appropriate support |
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Payment Models

- 5 CMMI payment models
- 4 optional, 1 mandatory (ERSD Treatment Choices (ETC) Model)
- ETC Model published as proposed rule on July 10

GOALS

- Increase transplant (kidney and kidney-pancreas) and home dialysis rate across the country
- Better manage CKD 4 and 5 patients’ transition to dialysis: promote later and better dialysis starts
Payment Models

**Mandatory Model – ETC Model**

**ETC Model**

- **Goal to increase transplant and home dialysis rate**
- Mandatory for 50% of dialysis facilities and nephrology providers billing Medicare for dialysis patients
- 2020 – mid 2026
- 2 payment adjustments to incentivize increased home dialysis and transplant rates:
  - Home Dialysis Payment Adjustment (HDPA)
  - Performance Payment Adjustment (PPA)

We will comment to CMS but want to hear from you first! Email Tonya Saffer ([tonya.saffer@kidney.org](mailto:tonya.saffer@kidney.org)) with your questions & thoughts.
Payment Models

**Mandatory Model – ETC Model**

<table>
<thead>
<tr>
<th>Home Dialysis Payment Adjustment (HDPA)</th>
<th>Performance Payment Adjustment (PPA)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Applies to randomly, geographically based selection of ESRD facilities and Managing Clinicians (MCs) (Medicare-enrolled clinicians who bill the MCP for managing ESRD patients); include about 50% of adult ESRD beneficiaries</td>
<td>Positive or negative payment adjustment to dialysis and dialysis-related services based on a risk and reliability adjusted Modality Performance Score (MPS) based on rates of home dialysis and transplant. Payment adjustments begin July 1, 2021 and go through end of the model, June 30, 2026.</td>
</tr>
<tr>
<td>Positive payment adjustment for home dialysis and home dialysis-related services for first three years of model; 3% in CY2020, 2% in CY2021, 1% in CY2022.</td>
<td>Clinician PPA adjusts MCP based on MC’s Modality Performance Score (MPS). Upward and downward payments increase year-over-year throughout model. Does not apply to MC’s managing a low volume of adult ESRD beneficiaries.</td>
</tr>
<tr>
<td>Clinician HDPA adjusts MCP for MCs’ home dialysis claims. Applies to all selected MCs.</td>
<td>Facility PPA adjusts ESRD PPS per treatment base based on facility’s Modality Performance Score (MPS). Upward and downward payments increase year-over-year throughout model. Does not apply to facilities managing a low volume of adult ESRD beneficiaries.</td>
</tr>
<tr>
<td>Facility HDPA adjusts ESRD PPS per treatment base rate for home dialysis claims. Applies to all selected facilities.</td>
<td>ESRD beneficiaries attributed at the end of each month and at the end of each Measurement Year (MY). Attribution to MC submitting MCP claim for month.</td>
</tr>
<tr>
<td>ESRD beneficiaries attributed to facility where beneficiary received the plurality of treatments in a month.</td>
<td></td>
</tr>
</tbody>
</table>
Payment Models

Optional Models

• Payment incentives to better manage transition of CKD 4 and 5 patients to dialysis
• Bonus payment for successful transplantation
• 2020 through 2023

• 4 optional models:
  • **Kidney Care First** model (1) → nephrologists and nephrology practices
  • **Comprehensive Kidney Care Contracting** models (3) → larger groups of nephrology providers

• *More information from CMS coming soon!*
Social Media Coverage

- Social media impressions on the day of the event were **207K** – that is a **600%** increase over an average day.

- We also received a record number of about **400** comments in a single day across all social media platforms.
Traditional Media Coverage

- NKF spokespeople, Kevin Longino, Holly Kramer and Tonya Saffer were interviewed in advance of the announcement and the day of the announcement by nationwide outlets including: The New York Times, The Washington Post, Associated Press, NPR, CNN.com, MSNBC, Politico, Bloomberg News and others. We are still totaling impressions from these interviews, but the initial press release reached **70.6 million people**.

- Also, in follow-up to the Administration’s announcement, NKF just hosted a media roundtable for reporters translating the real-world impact of the new kidney health initiative on patients and healthcare professionals.
Next Steps

- Continue to evaluate the ETC model & provide comments to CMS. Share your thoughts with us at tonya.saffer@kidney.org
- More details on the voluntary models coming soon
- Expect announcements related to other Executive Order provisions:
  - More details on voluntary models
  - Launch of kidney disease awareness initiative
  - Regulation expanding reimbursement by NLDAC
  - Actions related to artificial kidney
  - Regulation on OPO metrics
  - Actions on Kidney Discards
Carrying on the Fight this Summer

• Help educate legislators and their staff that you already know at the state and federal level!

• Set up district meetings with your legislators and invite fellow advocates and local NKF staff
  • Keep NKF informed of your meeting requests and meeting notes!

• Help us collect stories and send letters

• Start working with local NKF staff to find events to invite your legislators to

• Meeting materials and training materials/webinars are at: https://advocacy.kidney.org/advocacy-district-meeting-materials/ Password: “Advocacy”
Questions?