

## B4

### Measuring and Managing Behavioral Risks in Organized Health Systems

#### Panelists:

“HMO Incentive Payment Schemes for  
Behavioral Risk Factor Surveillance and Intervention”  
Paul A. Fishman, Mark C. Hornbrook, Michael J. Goodman

“Health Behavior and Risk Adjusted Health Plan Output”  
Michael J. Goodman, Mark C. Hornbrook, Paul A. Fishman

“Designing HMO Behavioral Risk Factor Surveillance Systems:  
Establishing Public-Private Partnerships”  
Mark C. Hornbrook, Paul A. Fishman, Michael J. Goodman

#### Response:

Suzanne M. Smith, MD, MPH, Centers for Disease Control and Prevention  
Jack Ebeler, MBA, Alliance for Community Health Plans Foundation, Inc.

#### Purpose:

To bring together key health care and public health stakeholders-managed care executives, medical group directors, private purchasers, public purchasers, Federal and state public health officials, health services researchers-for the purpose of identifying opportunities for private/public collaborations in measuring and managing behavioral health risks in defined populations.

#### Objectives:

1. Develop opportunities for collaboration between public health departments and private managed care systems for tracking behavioral health risks in defined populations using standardized survey instruments.
2. Develop policy options for creating incentives for private health plans to measure and manage behavioral health risks among their member.
3. Explore potential applications of standardized behavioral risk factor surveys in measuring health plan performance.
4. Specify alternative methodological approaches to administering behavioral health risk surveys to managed care enrollees and providing results to health plan managers and providers
5. Identify opportunities for pooling behavioral risk factor data from public and private sources for examining trends in behavioral risks and evaluating public health initiatives targeting risky behaviors.