OBI's 2027 Value Based Reimbursement (VBR) Measures

2026 performance determines the 2027 value-based reimbursement fee schedule increase.

Measure Number	1	2	3
Measure Description	Attendance/viewing of OBI-hosted Induction of Labor Training Webinar by 06/30/26	Increase the documentation rate for evidence-based Induction of Labor variables for relevant births with a delivery date between 07/01/26 - 08/31/26	Attend BOTH OBI site visits IF required by site's Group designation
Measurement Period	01/01/26 - 06/30/26	07/01/26 - 08/31/26	01/01/26 - 11/30/26
Target Performance	100%	⩾55% documentation rate	100%
Scoring Methodology	Practitioner-level	Hospital-level	Practitioner-level
Measures Required for Uplift	Must meet 3 of 3 measures to earn 103%		
Measure Numerator	Total # of required webinars attended/ viewed by pracitioner	IOL variables in the database with complete documentation	Total # of site visits in attendance where practitioner was present
Measure Denominator	Total # of webinars with required attendance	Total # of IOL variables a case is eligible for that have "Not Documented" as an option	Total # of site visits required by Group designation
How This Measure Improves Outcomes	Measure compliance will educate on evidence-based induction of labor techniques potentially shortening the length of labor and thus, limiting complications.	The metric seeks to improve the quality of induction of labor data in the OBI registry, thereby enabling meaningful goal-setting to correct perinatal outcomes.	The sites with high cesarean rates are required to complete site visits as intensive, personalized QI support which has proven to be highly effective in lowering the cesarean rate.

OBSTETRICS INITIATIVE

CQI VBR Selection Process

For a practitioner to be eligible for the OBI VBR, they must:

- Be a practicing Obstetrician/Gynecologist
- Meet the performance targets set by the OBI coordinating center
- Be a member of a PGIP Physician Organization for at least one year
- Have ⩾ 15 NTSV cases in the OBI Registry for at least two years (2025-2026), including at least one year of baseline data

A physician organization nomination isn't required for CQI VBR. Instead, the OBI coordinating center will determine which practitioners have met the appropriate performance targets and will notify Blue Cross Blue Shield of Michigan. Each Physician Organization will notify practitioners who will receive CQI VBR, as it does for other specialist VBR.

Scoring Methodology

Practitioners are grouped by their affiliated hospital based on where the practitioner(s) perform the greatest number of procedures.

The hospital's affiliated practitioners must achieve target on 3 of 3 measures to be considered eligible to receive OBI's VBR. Practitioners may receive up to 103 percent of the Standard Fee Schedule for performance in the OBI CQI.

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