

2027 Value-Based Reimbursement (VBR) FAQ

This FAQ covers common questions about your site's participation in [OBI's 2027 VBR Program](#). For other topics or site-specific concerns, contact the [OBI Coordinating Center](#).

Overview

What is Value-Based Reimbursement?

Blue Cross® Blue Shield® of Michigan (BCBSM) has an incentive program for physicians participating in various Collaborative Quality Initiatives (CQI). BCBSM worked with the Obstetrics Initiative (OBI) CQI to establish CQI-specific statewide performance and engagement metrics as a component of its specialist 2027 Value-Based Reimbursement (VBR) program.

All Specialist VBR is applied to the professional fee schedule for relative value unit procedure codes. For the OBI CQI VBR, if the CQI targets are met, specialists in those CQIs may be eligible to receive reimbursement at 103% of the standard fee schedules.

May a physician attain OBI's VBR if they receive other VBR monies?

CQI VBR is applied in addition to any other VBR the specialist may be eligible to receive. The CQI VBR applies only to reimbursement associated with commercial PPO BCBSM members. This is an annual incentive program.

Who is eligible to participate in OBI's VBR program?

To be eligible for the 2027 CQI VBR payment (based on the current OBI 2026 VBR measures), the participating specialist must have been enrolled in a Physician Group Incentive Program (PGIP) and meet [eligibility requirements](#). Effective for the 2026 specialist VBR period, all participants in the CQI VBR must satisfy the same 1-year PGIP requirement applied to the Specialist VBR. Specifically, a practitioner will be eligible only if they meet all of the conditions below:

- Inclusion on the PGIP Practitioner Alignment Lists: the practitioner must appear on the Winter 2026, Summer 2026, and Winter 2027 PGIP PO Practitioner Alignment lists (commonly referred to as the "PGIP physician list").
- Consistent Specialty Type: The practitioner's specialty designation must be identical on the Summer 2026 and Winter 2027 PGIP physician lists. Any change in specialty between these two lists will render the practitioner ineligible for the CQI VBR during the 2027 VBR period.

Credit Attribution

How do physicians get credit for Measure 1 (attending or watching the Induction of Labor Training Webinar)?

- **Live Attendance:** Text the provided code within 24 hours to the CME office, then complete the evaluation to receive credit.
- **Watching the Recording:**
 - You must watch the recording and claim CME by **June 30, 2026**.
 - If you do not already have a profile in the CE portal, please create one and log in before registering.
 - Click "**Begin Activity**," then "**Register**" and complete the steps. *Use the link in the confirmation pop-up or email to return to the module.*
 - Click "**Launch Video**" to view the webinar.
 - Click "**Attestation**," answer the question, select "**Check Answer**," and submit.
 - Complete the **CE Evaluation**. *If you're not automatically directed, go to **My CME > Evaluations & Certificates**, or return to the module's **Begin Activity** tab.*

For CME-related questions, contact the CME office at CHEcme@corewellhealth.org.

All participants must claim CME to receive VBR credit.

How do physicians receive credit for Measure 2 (Documentation of Induction of Labor variables for births from 07/01/26 to 08/31/26)?

Physicians will receive VBR credit if their home hospital* has documented at least 55% of the required evidence-based Induction of Labor information for relevant births. If any variable needed to assess a behavior is missing, that behavior is counted as "missing." Documentation rates are measured at the hospital level.

*Please note that if a physician works at multiple locations, the "home hospital" is defined as the hospital where a physician has the most cases in the OBI database.

How do physicians receive credit for Measure 3 (Attend both OBI site visits, if required by your site's group)?

Attend each required site visit and fill out the OBI sign-in sheet with your name, credentials, email, role, and NPI.