

Payer Perspectives: Comparative Effectiveness Research

Janet McCauley

Senior Medical Director

Medical and Reimbursement Policy

BCBS NC

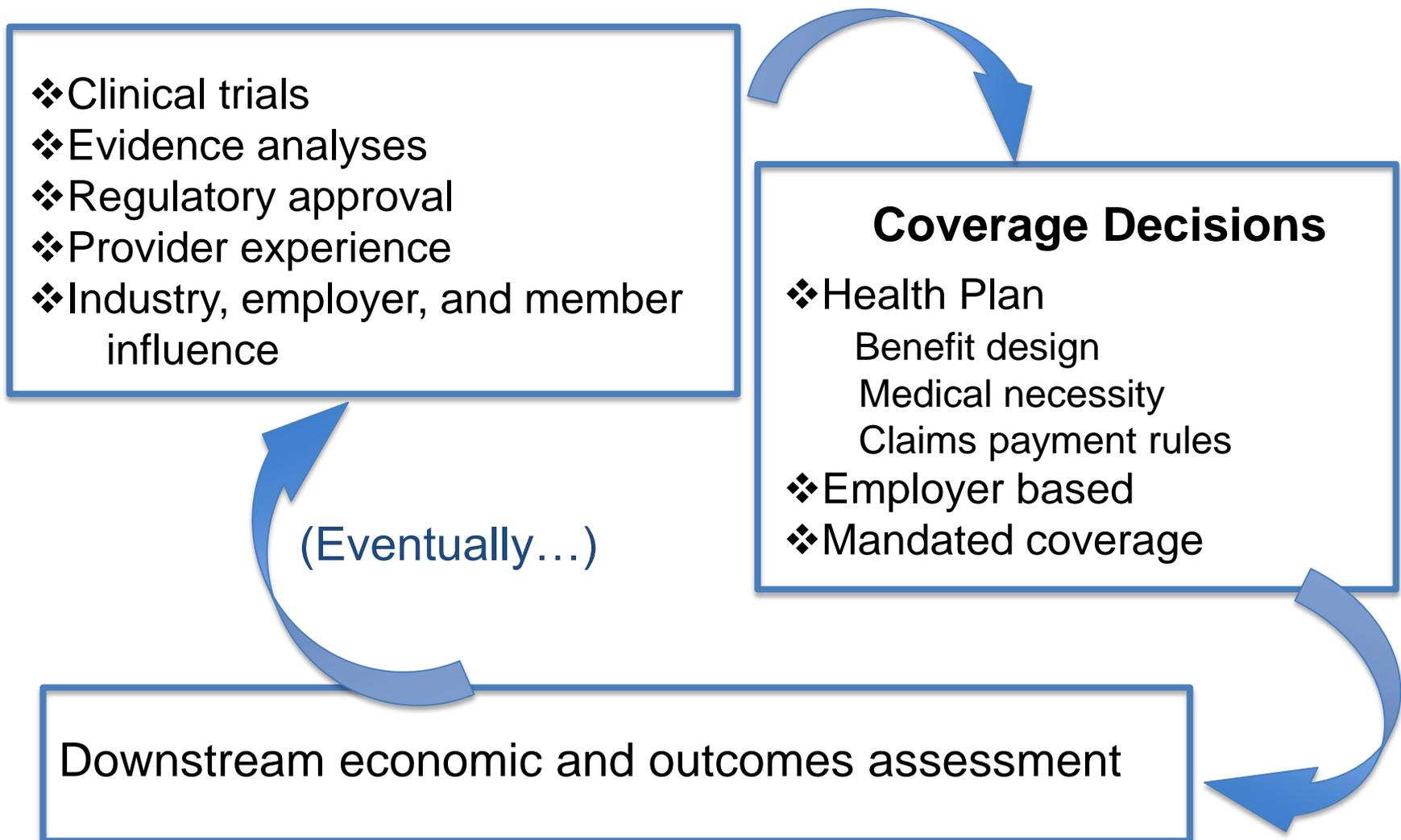
NCIOM Annual Meeting

10/17/14

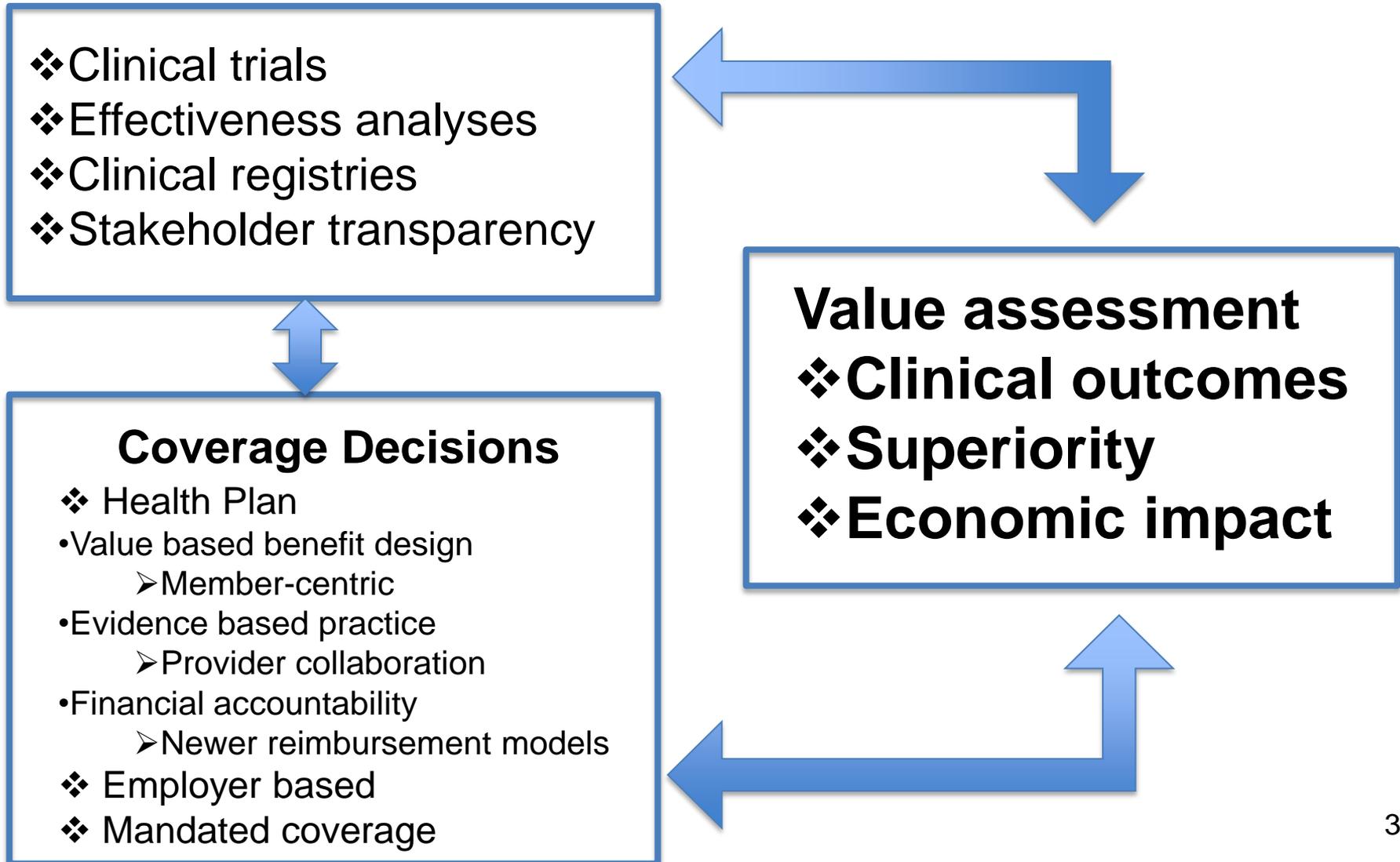


**BlueCross BlueShield
of North Carolina**

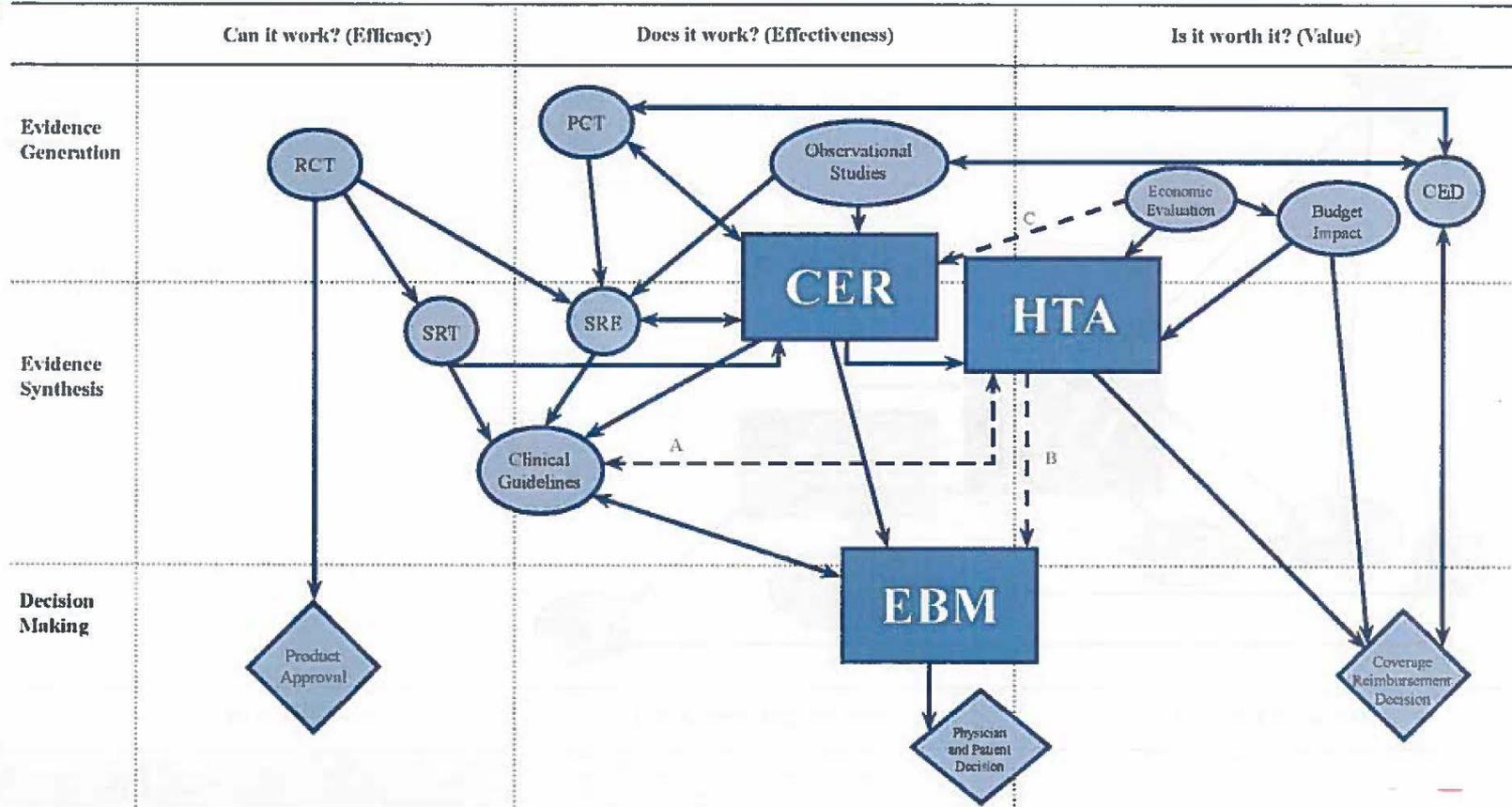
Historical State: Evidence Development to Coverage



Future State: Evidence Development to Coverage



Putting it All Together



Luce et. al. 2010. EBM, HTA, and CER: Clearing the Confusion. *The Milbank Quarterly*, 88(2): 256-276.



Discussion and Questions