



Centers for Medicare & Medicaid Services

DATE: December 13, 2023

TO: All Medicare Advantage Organizations

FROM: Laura T. McWright, Deputy Director, Seamless Care Models Group
Center for Medicare and Medicaid Innovation

SUBJECT: Requests for Application and Request for Information for the Medicare
Advantage Value-Based Insurance Design Model: Innovating to Meet Person-
Centered Needs

Summary

Today, CMS released the Requests for Applications (RFA) for the Calendar Year (CY) 2025 Value-Based Insurance Design (VBID) Model, including the separate CY 2025 RFA for the Hospice Benefit Component of the VBID Model. Though there are two RFAs for these components, there is a single application for the VBID Model.

Accompanying the RFA is the CY 2025 VBID Model Request for Information (RFI) and the Area Deprivation Index (ADI) Databook. The RFI covers two topical areas: (1) ways to advance health equity in MA through benefit design; and 2) network standards to expand access to higher quality hospice care through the VBID Model's Hospice Benefit Component. The ADI Databook is a useful resource for MA Organizations (MAOs) considering targeting enrollees by place of residence in the most underserved ADI areas. The ADI Databook is a static reference file showing the overlap between each MAO's service areas and ADI in CY 2023.

This memorandum provides information regarding application details for MAOs interested in applying to participate in the VBID Model, including the Hospice Benefit Component. **VBID Model applications are due on April 12, 2024.**

Information and Materials

Information on the VBID Model, the Model's RFAs, the aforementioned ADI databook, and the aforementioned RFI are available here: <https://www.cms.gov/priorities/innovation/innovation-models/vbid>.

Additional information on the Hospice Benefit Component is available here: <https://www.cms.gov/priorities/innovation/innovation-models/vbid/vbid-hospice-benefit-overview>.

Application Details

To participate in any component of the VBID Model, MAOs must complete a CMS Innovation Center (CMMI) VBID application and include all necessary information in their CY 2025 bid submission.

CMMI Application: The CY 2025 application for the VBID Model is **due on Friday, April 12, 2024, by 11:59 PM PT**. This applies to all VBID Model Components, including the Hospice Benefit Component. The online application and associated application materials will be posted on the Model's webpage in February 2024.

While the application includes all VBID Model Components, MAOs may select which voluntary Model components they wish to include. All MAOs participating in the Model must include a Health Equity Plan (HEP) in their application. CMMI will review all applications to ensure eligibility and alignment with Model requirements and will provide plans with provisional approvals.

Beginning in CY 2025, CMS may choose to limit accepted applications.

Bid Submission: The final part of the application process is for provisionally approved MAOs to confirm their participation in the Model by the bid submission date of Monday, June 3, 2024, as part of their plan bid submission. In addition to the bid submission requirements, MAOs that were provisionally approved must notify CMS in writing by June 3, 2024 of any changes from their provisionally approved application, including changes to their existing participating plan benefit packages.

The CY 2025 RFAs for the VBID Model and its Hospice Benefit Component provide the requirements for Model participation.

Upcoming Webinars: CMMI will hold a webinar in February 2024 regarding the CY 2025 RFAs and the VBID application process. Notice regarding the webinar will be sent out via HPMS and available on the VBID website. For additional information, visit the [VBID overview page](#) or contact VBID@cms.hhs.gov.