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To:
Subject: CMS Unveils Innovation Center Strategy: What to Know

Insights about our healthcare system

ATI Advisory

CMS released a [new strategic vision](#) earlier this week under the Innovation Center — and while some elements are familiar, the direction marks a notable shift in tone and emphasis.

KEY HIGHLIGHTS

- **Prevention is front and center.** The Innovation Center emphasizes payment flexibility, new waivers, and model incentives tied to disease prevention and functional health.
- **Acceleration of multi-payer alignment.** CMS outlined new payment concepts within Medicare Advantage and Medicaid, as well as Original Medicare.
- **Renewed commitment to value-based care.** In live remarks, CMS leadership reaffirmed its focus on global risk and total cost of care models.
- **Measurement matters.** The strategy emphasizes building a stronger evidence base to support model scale and certification.

- **Beneficiary empowerment and choice.** Expect to see a bigger push for patient access to data, mobile tools, and engagement incentives in both Medicare Advantage and ACO models.
- **Greater predictability and less administrative burden for model participants.** CMS previewed efforts to standardize quality measures, limit mid-model changes, and reduce complexity.
- **Expanded rural and independent provider participation.** CMS previewed new tracks or flexibilities to bring more diverse organizations into the value-based care landscape.

WHAT WE'RE WATCHING

On the whole, CMS appears to be pushing more accountability to providers in return for the possibility of having more tools and flexibility. As the Innovation Center implements this approach, we anticipate opportunities for:

1. **ACO evolution around specific populations** (e.g., based on geography, specialty care, and/or complex populations)
2. **Strategies that leverage multi-payer innovations and partnerships,** including Medicare Advantage and Medicaid
3. **New partnership models and tech-enabled interventions**

As you prepare your teams to succeed under this new vision, ATI is here to support with your model design questions, market impact and opportunity planning, and partnership and contracting opportunities. Please feel welcome to reply to this email and we'll find time to connect as we learn more.

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