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## Editor's Updates from the College

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## **EDITOR'S UPDATES FROM THE COLLEGE**

### **CAMHB Gets a New Name:**

The College for Advanced Management of Health Benefits has been renamed **The College for Value-Based Purchasing of Health Benefits (CVBP)**. When the College was founded in 2004 the term “value-based purchasing” was relatively unknown outside of the limited circle of employers and coalitions that were already engaged in VBP activity. Since that time, the VBP movement has gathered steam, due in no small part to DHHS’ stated commitment to becoming a value-based purchaser of health services. The College curriculum has always been focused on value-based purchasing, and will continue to have this focus, so, in a year of major change for the nation, we thought the time right to update the College’s name. Hope you approve.

### **CVBP Schedule for 2009:**

The College for Value-Based Purchasing of Health Benefits will hold two sessions in 2009:

- June 1 - 4, Columbus, Ohio, hosted by Employers Health Purchasing Corporation of Ohio
- September 14-17, Memphis, Tennessee, hosted by the Memphis Business Group on Health

The programs are open to any interested registrant who is in a health benefits purchasing position or works on behalf of benefits purchasers, i.e. registrants don’t have to be members of the host coalition. More information is available at [www.cvbp.org](http://www.cvbp.org).

### **What’s Ahead for College Programs?**

In addition to the two offerings of the “basic” four-day College course in 2009, we are exploring the possibility of offering an “advanced” two-day course for College alumni and other benefits purchasers who feel that they already have a good understanding of the VBP basics. An alumni survey is currently underway to assess the level of interest in such a program and gauge interest in specific topics that an advanced course might cover. If you are an alumnus, we hope you will complete the web-based survey; if you are not an alumnus, we welcome your ideas via e-mail ([neil.goldfarb@jefferson.edu](mailto:neil.goldfarb@jefferson.edu)).

The other major development on the curriculum front is beginning to design a “blended learning” model for delivering the College curriculum, i.e. offering a program that includes both web-based self-study and an in-person one or two day training. This planning process is in response to the request from many of our alumni, including coalition leadership and staff, to find a way to deliver the curriculum to a broader audience, and to scale back the in-person time commitment. We are currently reviewing the College curriculum to determine which components lend themselves to web-based learning, and which are more suited for in-person interaction and discussion. We also are exploring the various technologies available for web-based learning, including both asynchronous (people sign on whenever they want) and synchronous (people all are in the same web place at the same time) approaches. Expect an announcement by the end of 2009 regarding the launching of this new blended approach for programs in 2010.