

## **Physician Value Studies Background**

The Business Health Care Group (BHCG) has commissioned three Physician Value Studies (PVS), the first in 2019, to evaluate the quality and cost-effectiveness of care provided by primary care physicians and specialists throughout Wisconsin.

The studies were performed on BHGC's behalf by Aitia, based in Somerville, MA. Aitia is a big data analytics firm using AI/machine learning algorithms to analyze large data sets to determine causal relationships.

All the PVSs use evidence-based medicine (EBM) compliance rates to assess physician quality and a very sophisticated machine learning protocol to assess cost-efficiency. The Aitia approach can use all patient information contained in the WHIO dataset (including demographics, comorbidities, disease burden, claims payer, etc.) to control for differences between patients, leaving the variation in outcomes that can attributed to physician performance. Payment rates in the data set are normalized, allowing the cost-efficiency measure to be a true depiction of effective use of resource and patient management rather than an assessment of contractual/mandated payment rates.