

Cookies Notification



This site uses cookies. By continuing to browse the site you are agreeing to our use of cookies.

[Find out more.](#)

Accept



HEALTH TRACKING

[HEALTH AFFAIRS](#) > [VOL. 26, NO. 6](#): 25 YEARS IN THE HEALTH SPHERE

MARKETWATCH

Climbing Up The Pay-For-Performance Learning Curve: Where Are The Early Adopters Now?

[Meredith B. Rosenthal](#), [Bruce E. Landon](#), [Katherine Howitt](#), [HyunSook Ryu Song](#), and [Arnold M. Epstein](#)

PUBLISHED: NOVEMBER/DECEMBER 2007 **No Access** <https://doi.org/10.1377/hlthaff.26.6.1674>

 [View Article](#)

Abstract

The diffusion of performance-based payment incentives is arguably the most striking change in the U.S. health care system since the managed care era. Because there is little knowledge about best practices, sponsors of payment-incentive programs must learn by doing. We examine the experiences of twenty-seven early adopters and profile the evolution of their pay-for-performance (P4P) strategies as well as perceptions of key lessons learned. Our findings suggest that leading-edge sponsors of P4P have expanded the reach of their efforts, particularly with regard to specialists, and increasingly are focused on outcome and cost-efficiency measures, rather than clinical process measures alone.

TOPICS

[PAY FOR PERFORMANCE](#) | [PAYMENT](#) | [QUALITY OF CARE](#) | [QUALITY IMPROVEMENT](#) | [HEALTH CARE PROVIDERS](#) | [MARKETS](#) | [SYSTEMS OF CARE](#) | [PRIMARY CARE](#) | [PHYSICIAN PAYMENT](#) | [HEALTH OUTCOMES](#)

Health Affairs Comment Policy

Comment moderation is in use. Please do not submit your comment twice -- it will appear shortly.

Please read our Comment Policy before commenting.

Got it

0 Comments

1 Login ▾



LOG IN WITH

OR SIGN UP WITH DISQUS ?



Name



• Share

Best Newest Oldest

Be the first to comment.

Subscribe Privacy Do Not Sell My Data

DISQUS

HealthAffairs

1101 Connecticut Ave NW #500
Washington, DC 20036
T 202 408 6801
F 301 654 2845
customerservice@healthaffairs.org

TOPICS

- Access & Use
- Costs & Spending
- COVID-19
- Health Equity
- Health Reform
- Leading To Health
- More Topics

CONTENT

Journal

Forefront
Scholar
Briefs
Events
Podcasts
Collected Works

INFORMATION FOR

Authors
Request For Abstracts
Reviewers
Subscribers
Advertisers
Media News Room
Funders
Event Attendees

SERVICES & RESOURCES

Submit Content
Subscribe
Renew
Manage My Account
Purchase Content
Permissions
Alerts
Newsletter Sign Up
Advertising Kit

HEALTH AFFAIRS

About
Impact Report
Terms & Conditions
Privacy Policy
Jobs At Health Affairs
Fellowships
Contact Us



Standard of
Excellence
Winner



[Terms and conditions](#) | [Privacy](#) | [Project HOPE](#)

Health Affairs is pleased to offer [Free Access for low-income countries](#). Health Affairs gratefully acknowledges the support of many [funders](#).

Health Affairs is an official journal of [AcademyHealth](#).

**project
HOPE**
Urgent relief.
Lasting impact.

Health Affairs and its health policy publications are editorially independent from its publisher, Project HOPE, a nonprofit global health and humanitarian organization. Project HOPE has published Health Affairs since 1981.

Copyright 1995 - 2025 by [Project HOPE: The People-to-People Health Foundation, Inc.](#), eISSN 2694-233X.