

FRANÇOIS DE BRANTES

SENIOR PARTNER

François is the Senior Partner of the High Value Care Incentives Advisory Group, which advises provider and payer organizations on how to design and implement advanced alternative payment models to increase high value care. In this capacity, François serves as a Senior Advisor to Third Horizon Strategies, focusing on projects that advance payment reform, equitable access to behavioral health, and price transparency. François also advises HandlHealth, a startup that is democratizing health care prices to consumers; and XO Health, a health plan startup designed and built to serve the needs of self-insured employers.

Value-based Care Focus: François has spent close to two decades working to transform the U.S. healthcare system by improving incentives for providers and consumers in order to encourage value-based decisions.

Most recently, François was the Senior Vice President of Episodes of Care at Signify Health where he led customer development of the Medicare Advantage, Self-Insured Employer, and Commercial Payer markets. François was also an active member of the corporate development team, and participated in the acquisition of Caravan Health by Signify. François also led most of the thought leadership activity at Signify, contributing to published papers, reports to Medicare's Innovation Center, media interviews and public speaking engagements.

Prior to joining Signify Health, François served as Vice President of Altarum, a national nonprofit. From 2006 to 2016, he was Executive Director of the Health Care Incentives Improvement Institute (HCI3), a not-for-profit company that designed programs to motivate physicians and hospitals to improve the quality and affordability of healthcare delivery. The organization, which merged with Altarum in December 2017, was responsible for creating and implementing the Bridges to Excellence (BTE) and PROMETHEUS Payment programs, which compensate and reward clinicians that focus on episodes of care and performance measures.

Prior to HCI3, François was Chief Operating Officer of the eHealth Initiative (eHI), which promotes adoption of health information technology in the U.S. He led the development of eHI's HIE Value and Sustainability Model, a method to value services offered by Health Information Exchanges. Early in his career working in General Electric's corporate health care department, he was involved in many strategic programs that created, connected and supported Active Consumers, and defined market mechanisms to reward providers for better performance.