Incentives and Motivation in Medical Care

From the Editor

Rewarding Ethical Medicine 563
Allison Bond

Educating for Professionalism

Ethics Cases

How Do We Reward the Kind of Care We Want? 565
Commentary by Shivan J. Mehta and David A. Asch

Pay for Performance: What We Measure Matters 570
Commentary by Laura A. Petersen

Ethical Concierge Medicine? 576
Commentary by William Martinez and Thomas H. Gallagher

The Code Says

The AMA Code of Medical Ethics’ Opinions on Financial Incentives and Conflicts under Various Models of Payment for Care 581

Journal Discussion

Testing the Incentive Power of Pay for Performance 587
Ali Irshad, Matthew Janko, and Jacob M. Koshy

Supply-Sensitive Variations in Care 592
Anita Arora and Alicia L. True

State of the Art and Science

Coding Patient Information, Reimbursement for Care, and the ICD Transition 596
Christopher G. Chute

Geisinger: An Insider’s View 600
Greg F. Burke
## Law, Policy, and Society

### Health Law

**State Implementation of the Affordable Care Act**

Alexander H. Sommer

### Policy Forum

**Will the Medicare Value Modifier Get Us Closer to Rewarding Quality Care?**

Allan H. Goroll

### History, Art, and Narrative

### Medical Narrative

**A Story of Three Generations in Health Care**

Daniel B. Shulkin, Mark W. Shulkin, and David J. Shulkin

### Op-Ed and Correspondence

**Op-Ed**

**Educational Debt and Specialty Choice**

Albert L. Hsu and Kelly J. Caverzagie

### Resources

**Suggested Readings and Resources**

### About the Contributors

### Upcoming Issues of *Virtual Mentor*

- August: Ethics in Cancer Prevention and Care
- September: Motherhood and Medicine
- October: Mental Health and the Law
- November: Patient Consumerism