

# The Healthcare **Bluebook**

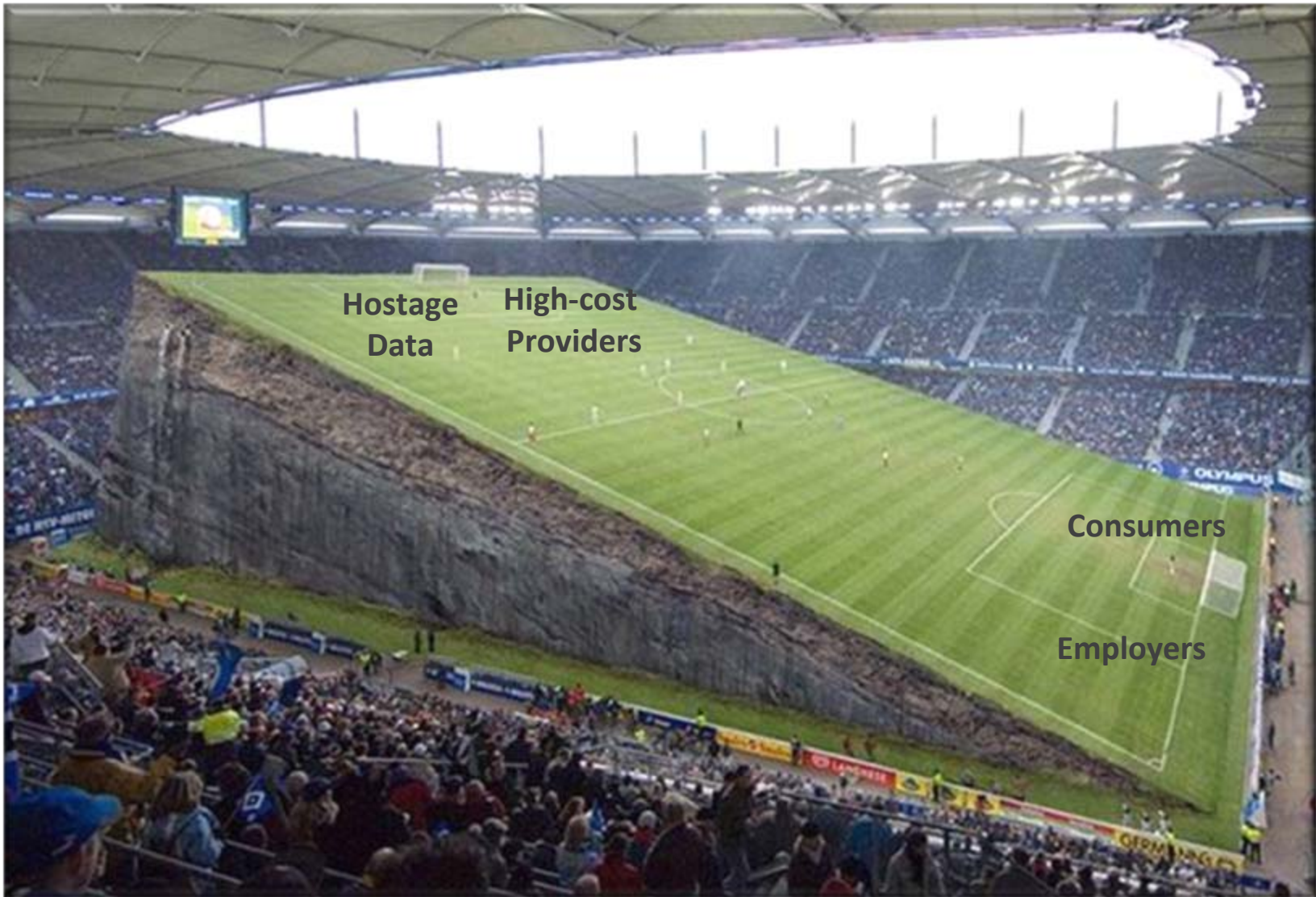
## Practical Consumerism

**Jeffrey J. Rice, MD, JD**  
**President and CEO**

December 3, 2013



# The Problem



# Our Solution



***Level the playing field so the good guys can win.***

# Healthcare Bluebook

STOP

## Our mission:

*Help employers and employees save money  
by finding quality care at a Fair Price*

CHOOSE

## Our results:

- *Employers save ~4-12+% of their total medical cost*
- *Employees save ~\$500-\$2,500+ per event*

SAVE



# A Proven Approach

**Start with (smart) Analytics**

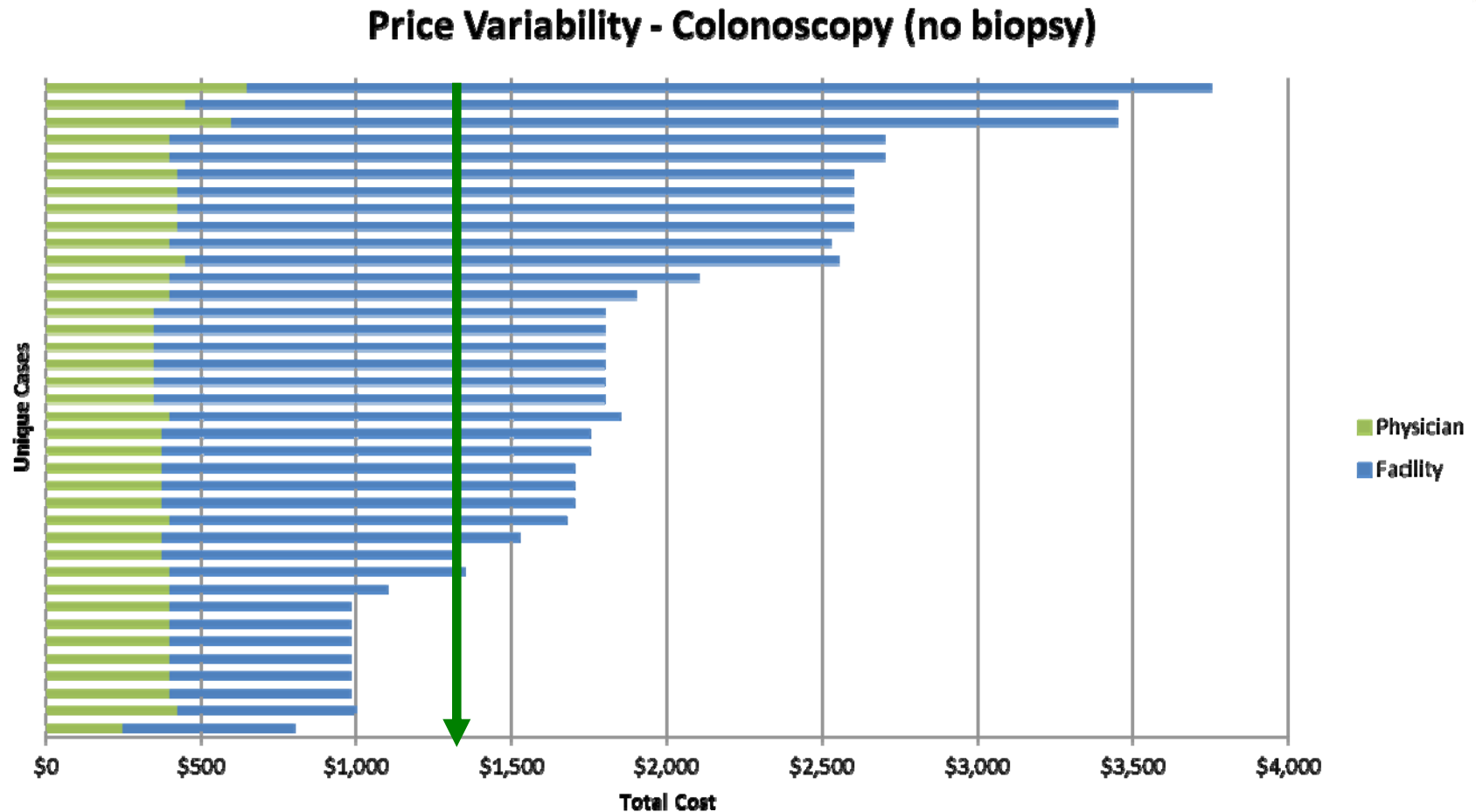
**Practical**

**Simple**

**Integrated**

**End with (real) Value**

# Start by understanding your excess cost

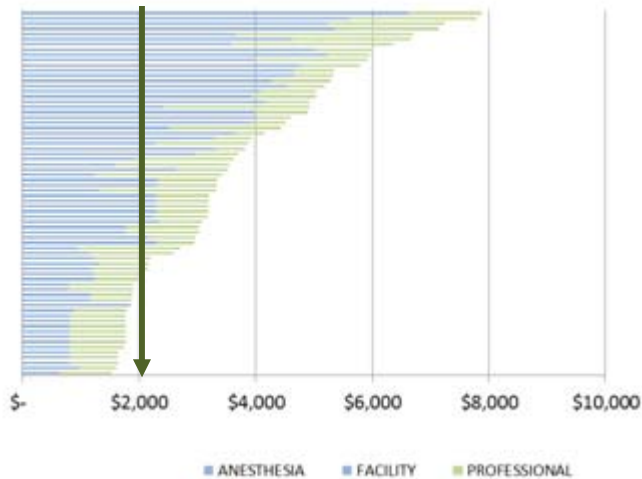


HCBB Recommended Price: **\$1,300**

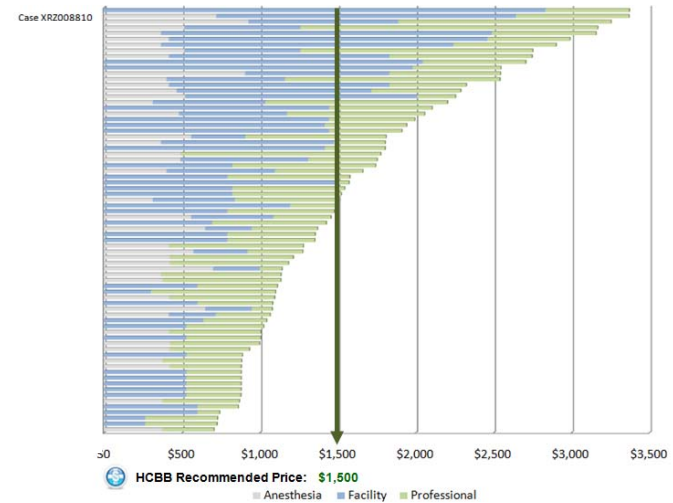
# Different markets, different networks... same problem

## Upper GI Endoscopy (with biopsy)

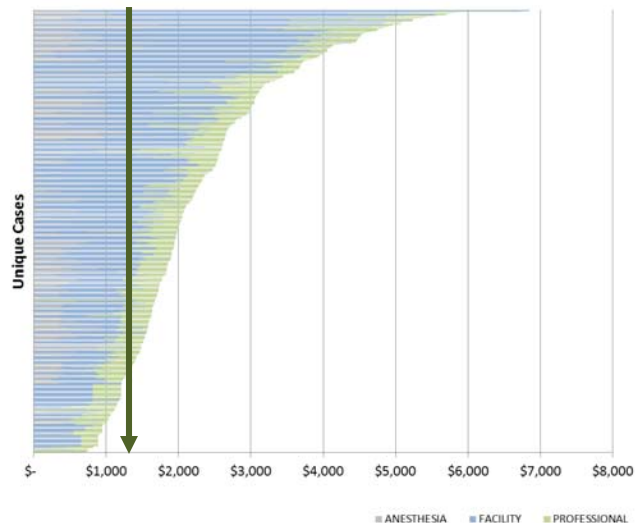
Price Variability – HCBB Comparison Employer 1



Price Variability – HCBB Comparison Employer 3



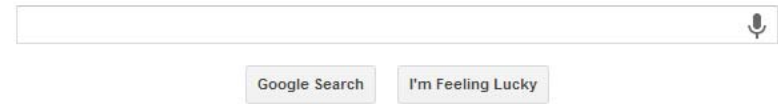
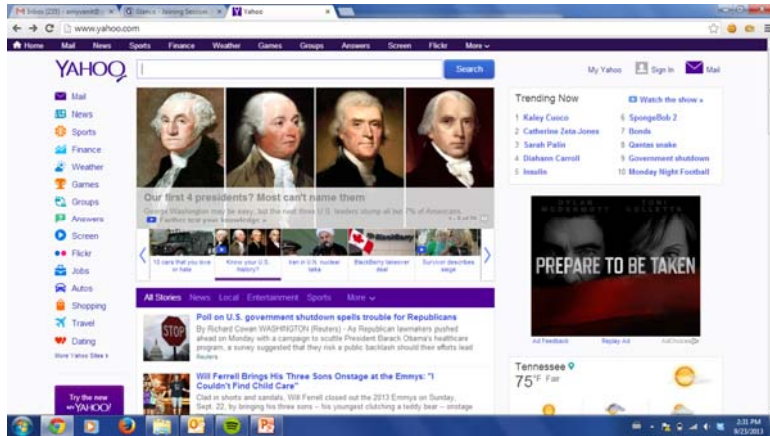
Price Variability – HCBB Comparison Employer 2



Price Variability – HCBB Comparison Employer 4



# Simple Wins





This is what  
we mean by:

Simple.

Intuitive.

Focused.

Effective.

## Sleep Study

Total: ⓘ

\$750

Fair Price \$900

\$4,500

## Provider Listing

Providers are displayed by cost rating - least expensive to most expensive. Check the provider's network status and price before making an appointment.

Service: Sleep Study

Fair Price: \$900



At or Below Fair Price



Slightly Above Fair Price



Highest Price

### Facilities

### Rating

American Sleep Evaluation Center (~ 13 miles)



Clinical Sleep Centers LLC (~ 6 miles)



MidStates Sleep Lab (~ 7 miles)



University Center Hospital West (~ 12 miles)



Franklin Wodes Commuity Hospital (< 1 mile)



St. Ignatius Hospital (~ 2 miles)



Glades Regional Hospital (~ 13 miles)



St. George's Hospital (~ 13 miles)



Busch University Medical Center (~ 13 miles)

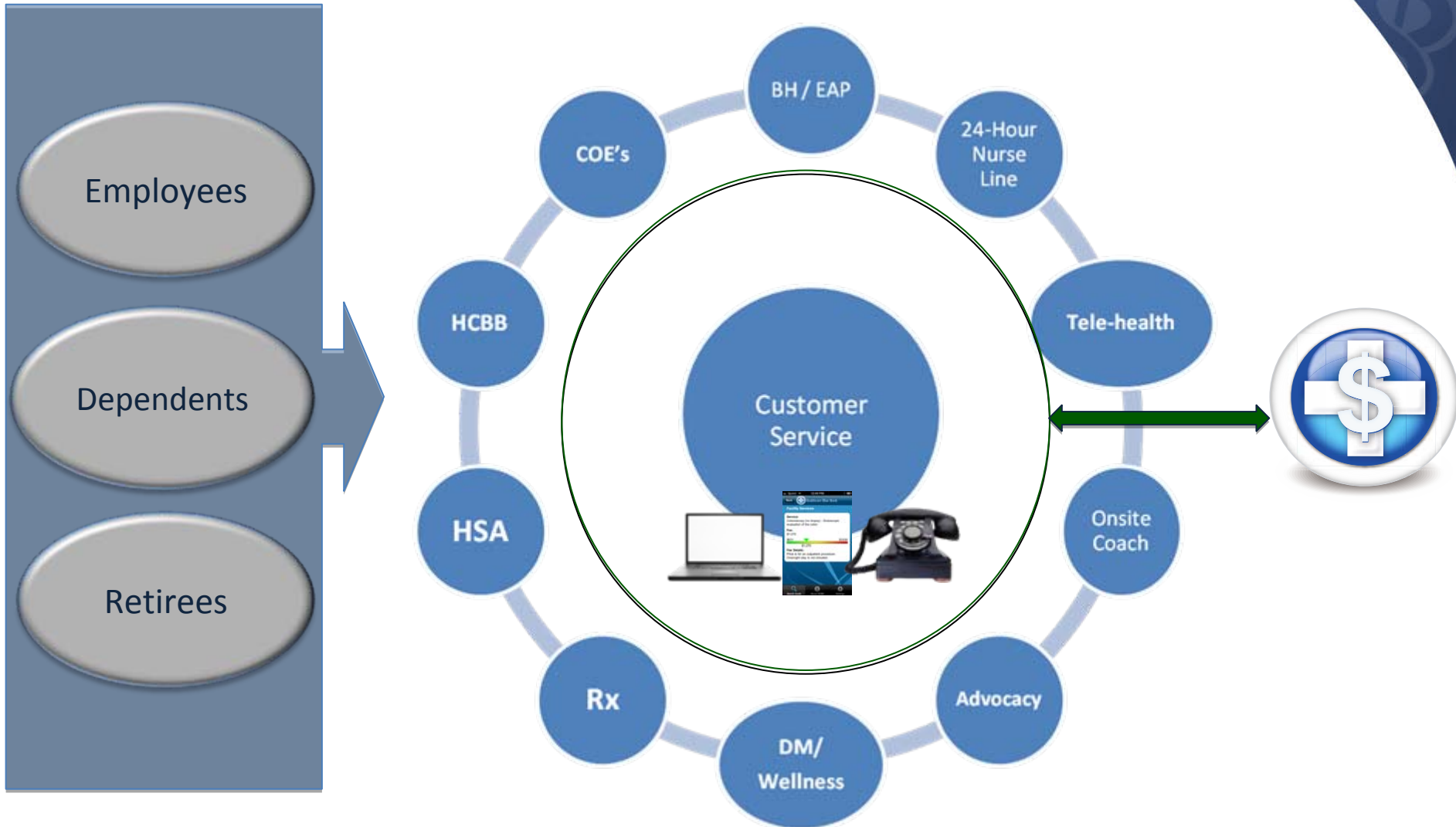


Horizon Medical Center West (~ 15 miles)



# Integration Without Limits

An Integrated Approach Connecting All Partners





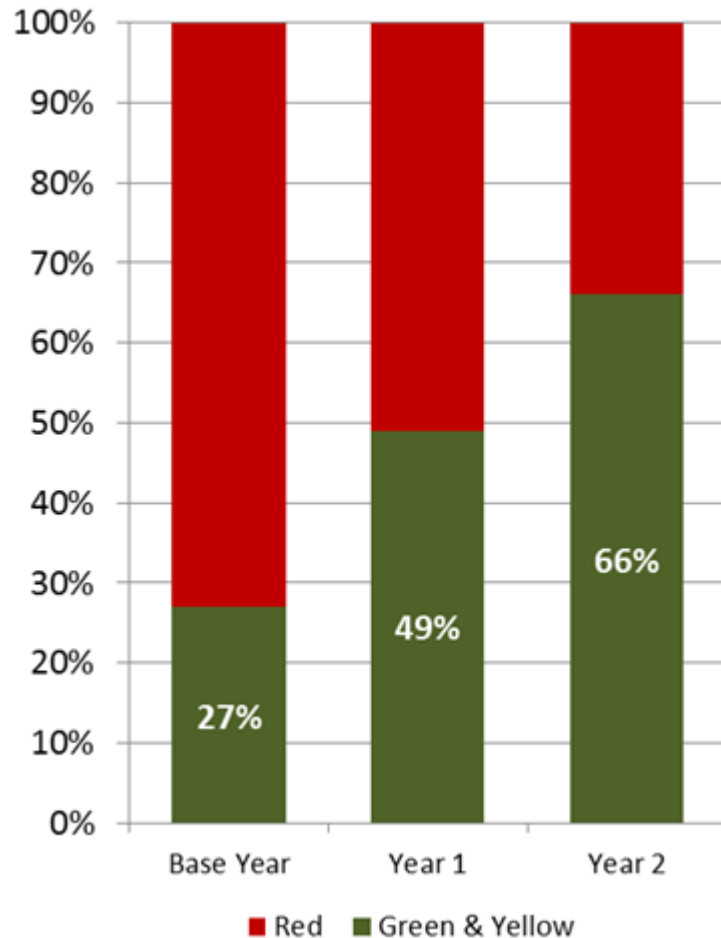
# **THE IMPACT OF TRANSPARENCY IN LOCAL MARKETS**

# Case 1: Incentives

- Profile:** Regional Employer  
1,500 employees / CDHP  
Non-profit services and education sector  
Program start 2011
- Challenge:**
- Understand local price variability
  - Identify best opportunities to save
  - Educate members & drive engagement
  - Achieve savings for employees and ROI for client
- Approach:**
- Focused savings opportunities
  - Go Green to Get Green Rewards program
  - Online, mobile, telephone access
  - Created focused, multi-modal education program
  - Integrated HCBB with wellness and Advocacy programs
- Impact:**
- 18% savings on all ShopSmart services



# Case 1: Incentives- Overall Patient Movement



Steadily increasing migration to lower cost providers across all clinical categories



# Case 2: Reference Pricing

- Profile:** National Employer  
Healthcare Services Industry  
2,500 employees / HDHP / multi-state  
Began 2011
- Challenge:**
- Identify best opportunities to save & set ref. prices
  - Create a high-touch ref. pricing program with high member satisfaction
  - Educate members & drive engagement
  - Achieve savings for employees and client
- Approach:**
- Upfront analysis to evaluate savings and fit
  - Focused savings opportunities
  - Provided same day support for patients
- Impact:**
- 33% to 48% cost decrease on RBP procedures

**90%**

Of patients chose a  
“green” provider

**97%**

Members satisfied  
with process

**33% to 48%**

Average savings  
per procedure

# Case 3: Pre-care Outreach

Profile: National Employer  
Communications industry  
9,400 employees / HDHP / multi-state

Challenge:

- Educate members on price variability
- Achieve high levels of member satisfaction
- Achieve savings for employees and client

Approach:

- Focused savings opportunities
- Integrated transparency with member services and care management
- Provided same day support
- Created communications plan

Impact:

- Almost half of patients chose to switch providers to save on out of pocket costs

**78%**

Were offered lower price alternative

**44%**

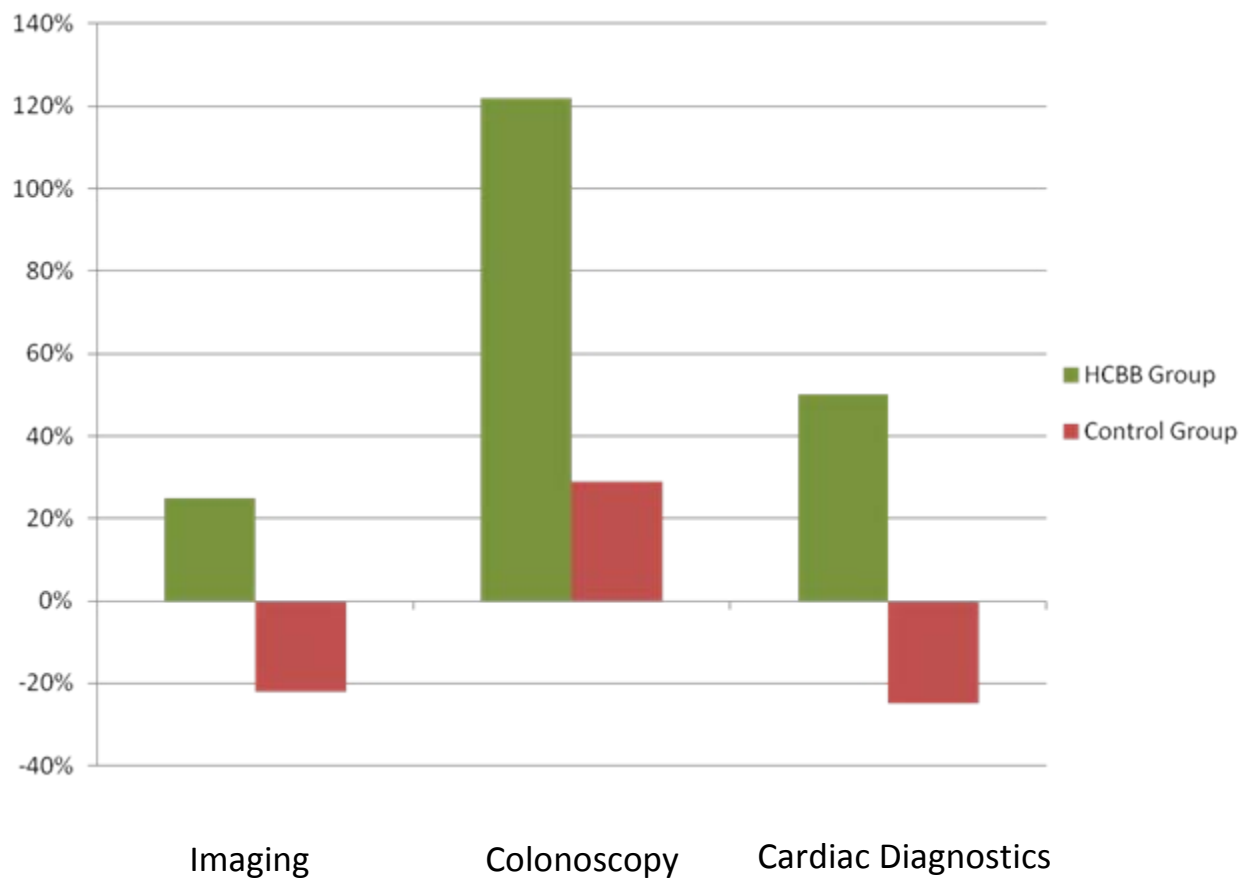
Of members accepted alternative

**\$871**

Average savings per case

# Case 4: Provider Integration

## % Increase in “Green” Provider Utilization



# Conclusion



STOP



CHOOSE



SAVE

- Start with Analytics
- Practical- Focused on what matters most
- Simple -Easy to use, Easy to implement & work with
- Integrated- Portals, Programs and Providers
- End with Value

# The Healthcare Bluebook

***Thank You!***

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President and CEO

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## **Employers**

Do you want information on how Healthcare Bluebook can impact your total medical spend? Contact us at:

[employers@healthcarebluebook.com](mailto:employers@healthcarebluebook.com)

## **Payors**

To find out how Healthcare Bluebook can support your transparency initiatives,

contact us at: [payors@healthcarebluebook.com](mailto:payors@healthcarebluebook.com)

## **Providers**

To become a Healthcare Bluebook Fair Price provider, contact us at:

[providers@healthcarebluebook.com](mailto:providers@healthcarebluebook.com)

