

CLEAR
HEALTH
COSTS

Clearhealthcosts.com. Jeanne Pinder, CEO, jeanne@clearhealthcosts.com, 914-450-9499

The future is here.

**People are shopping
for health care.**

The problem

- No one knows health prices in advance
- Prices for the same procedure vary 10x in the same locale
- Rising deductibles mean people are on the hook for more and more money.
- There's not much good, reliable price information out there.

Our solution

- We're telling people real health-care prices.
- An MRI: **\$350 or \$6,221?**
- An IUD: **\$175 or \$1,156?**
- A mammogram: **\$56 or \$2,786.95?**

The New York Times

We're journalists.

**We love finding stuff out and
telling people about it.**

clearhealthcosts.com

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Your Source for Finding Health Care Prices

Medical prices vary widely. We think it's important that you know prices. We have collected these cash or self-pay prices for procedures and items.

or within miles of

For procedure, you may want to use the medical code system used by the government. [Details here.](#)
Focused on the New York City, Northern New Jersey, Los Angeles and San Francisco areas for now. [[Use Advanced Search](#)]


[MRI/Ultrasound/Imaging](#) [Women's Health](#) [Men's Health](#) [Blood Tests](#) [Walk-in Clinic](#) [Dental](#) [Cosmetic-Discretionary](#) [Other](#)

 <p>Walk-In Clinic Visit</p> <p>LOWEST \$20 Callen-Lorde Community Health Center 356 West 18th St. New York, NY</p> <p>HIGHEST \$350 Concierge Emergency</p>	 <p>Lower Back MRI Without Dye</p> <p>LOWEST \$450 Crescent Radiology 24-47 Crescent St., Ste. 107 Astoria, NY</p> <p>HIGHEST \$1900 East River Medical Imaging</p>	 <p>Mammogram</p> <p>LOWEST \$50 All County LLC 161-05 Horace Harding Expy. Queens, NY</p> <p>HIGHEST \$607 Mount Sinai Hospital CAM Building</p>	 <p>Teeth Fillings</p> <p>LOWEST \$15 Lutheran Medical Center Dental 150 55th St. Brooklyn, NY</p> <p>HIGHEST \$150 Jamaica Hospital 134-20 Jamaica Ave.</p>	 <p>CBC Blood Test</p> <p>LOWEST \$16 Lenco Diagnostic Laboratories 1849 86th St. Brooklyn, NY</p> <p>HIGHEST \$117 Sunrise Medical Laboratories</p>
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Now:

Our Knight-funded
crowdsourcing prototype
with KQED and KPCC,
the two big California
public radio stations.

Meet PriceCheck



PriceCheck

A community-created guide to health costs

CONTRIBUTE PRICES

SHARE YOUR PRICES

A comprehensive database of health care prices does not yet exist anywhere, but you can help us create one. Find your medical bill and/or insurance company "explanation of benefits." Fill in the blanks below, and we'll put your information in our database.

* Procedure / Start typing and pick from the list

For information about the numbers, [click here](#).

* Doctor, hospital, other provider / Start typing and pick from list

Insurance paid

Self-paid

FIND PRICES

HERE'S HOW YOU CAN FIND PRICES IN OUR DATABASE

We're starting out with a few health care procedures. Right now we're focusing on California prices, but please check our partner [ClearHealthCosts](#) for national ones.

Search procedure

Type medical procedure here, e.g. "Mammogram",

CALIFORNIA ZIP CODE RADIUS SEARCH

50 miles of Zip Code

SEARCH

People are **upset about prices**.
They – you – want to talk about it.

We're giving you information, and
a way to talk about it,
a way to make a difference.

People are shopping
for health care.

They need reliable, actionable
information.

The \$580 MRI

"I was told procedure would be 1850. I have a 7500 deductible ... office mgr said **if I paid upfront and agreed not to report it to Blue Cross, that it would be \$580.**"

The \$3,163 MRI

"High deductible so paid the whole thing and then found out I **could have had it done for *HALF* the price** only blocks away."

The \$13,389.40 MRI

“My daughter will need this MRI again next year and thanks to your organization ... **I will shop around and maybe just pay cash.**”

Savings: \$1,100

“The ct scan was going to cost \$1300 ... (this took a lot of calling ...). He explained that he has a high deductible, work is in flux...they lowered the price to TWO HUNDRED dollars.”

Who cares about price?

- Insured and uninsured
- Cash customers – retail health is booming
- High-deductible and not
- Employer-sponsored and individual policies
- On the exchanges and off
- **Women. Yes, women.**

Women. Yes, women.

Perspectives matter.

PriceCheck impact

- Hundreds of shares, thousands of searches
- **Providers offering to share prices** for our database
- **Second PriceCheck launching** in February in PA.
- Other potential partners lining up to inquire (public radio, news sites, big national media organizations)

More impact

- PriceCheck data **cited in Stanford-Anthem Blue Cross contract dispute**
- News coverage: National NPR, our own stuff, Yahoo Finance, US News & World Report, TheHealthCareBlog etc.
- **JAMA** Internal Medicine covered us. So did the **Harvard Business Review/NEJM**

January 2015 >

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Editor's Note | January 2015

A New Program for Sharing Medical Cost Information

Rita F. Redberg, MD, MSc

JAMA Intern Med. 2015;175(1):13. doi:10.1001/jamainternmed.2014.6804.

Text Size: A A A

Article

References

Comments

The assumption that market principles apply to the choices consumers (that is, patients) make about their medical care is an important part of health care policy and regulations in the United States. This assumption, however, belies the facts that health care is mostly not paid for out of pocket, that consumers cannot really evaluate their care (there are minimal or no ratings of the type provided by *Consumer Reports* for physicians and hospitals), and that consumers are purchasing goods and services without any advance knowledge of what they will actually cost. Without knowing either quality or price, it is impossible for marketplace principles to apply. In her Viewpoint, Aliferis,¹ a health care journalist, describes a bold attempt to change this situation in the San Francisco and Los Angeles metropolitan areas. PriceCheck is a new program that invites patients to share information about what they have paid for common medical tests and procedures. Because newer health insurance plans, including many of those offered on health insurance exchanges under the Affordable Care Act, often have substantial copays, such as percentage of the cost of a medical test, this information really matters to patients. PriceCheck has started to supply that essential information. Similar projects are already underway in other communities. I hope to continue to see these programs expand as part of an effort to provide essential information for patients and clinicians to make wise and informed choices in health care.



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The JAMA Network Reader

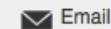
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Who else is doing transparency?

- The government (sort of) and states (some)
- Healthcarebluebook
- Fairhealth
- Castlight
- And others [Our Useful Links page](#)

What about quality?



Joshua Lott for The New York Times

Shelly Gerhart consoled Janette Williams at the funeral of her husband, Mark Price, in Arizona on Thursday. Mr. Price, who needed a bone marrow transplant, lost financing for the operation.

“I just want to say that **your website is amazing.**

“Please don't stop because **you are helping people everyday**, many of whom are struggling to make ends meet while others are just **looking for a some transparency** in a market where there has traditionally been very little.

“Thanks again,

“Matt”

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