

Patients' Right to Save

Making Price Transparency Rewarding

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The Promise of Price Transparency



Patients know how much care will cost before they receive treatment



Patients can shop for the treatment they want and compare prices



Doctors will compete on price and quality, just like other professionals



Problem

Patients have little incentive to use price transparency information to make healthcare decisions

Barriers to Price Transparency's Promise

- Information not available
- Information hard to use
- Patients don't know to ask



- Patients' actual costs vary little
- Doctors don't know how to use
- Insurance punishes patients who save money





High Cost Patients

Patients who regularly exceed their out-of-pocket maximum have no incentive to shop for lower-cost care since they never see the cost savings



Patients' Right to Save



**Cash rate disclosure
from all providers**



**Deductible credit
for lower-cost
care pre-deductible**



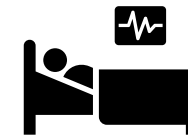
**Patients share savings
for lower-cost care
post-deductible**

Benefits

- Providers save time and money on paperwork
- Patients free to visit the best provider at the best price
- Patients save money



- Highest cost patients have biggest incentive to shop
- Insurers save money, but have an incentive to encourage shopping
- Market moves toward function





Bottom Line

Patients' Right to Save incentivizes patients to make price transparency work by rewarding patients who shop for lower cost, high-quality care which will reduce healthcare spending, reduce premiums, and empower patients.



Questions?

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