

Price Transparency, Consumerism, and Healthcare Marketing



Some Perspective

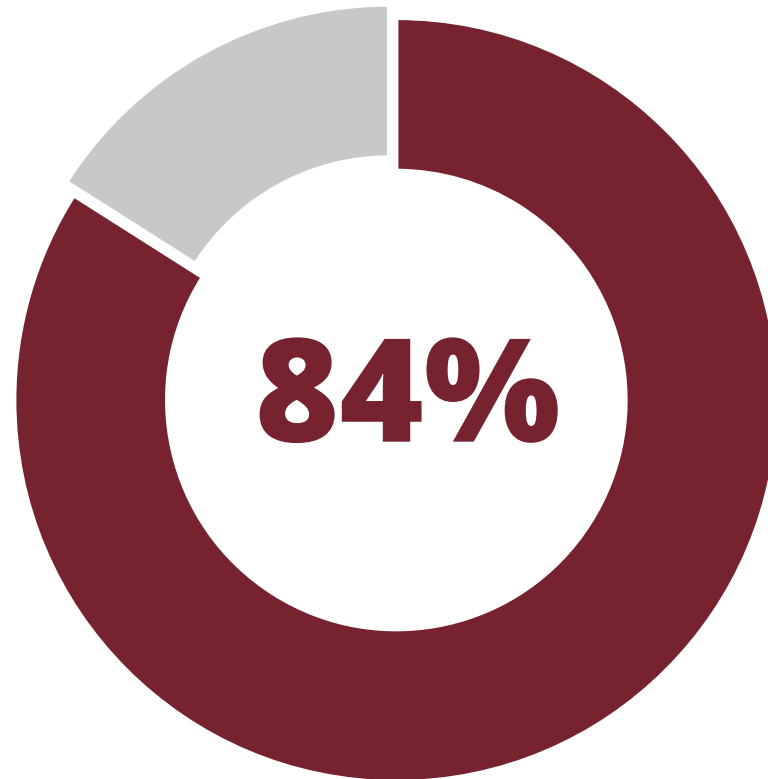


Consumer choice has the potential to impact **61%** of all healthcare spending.

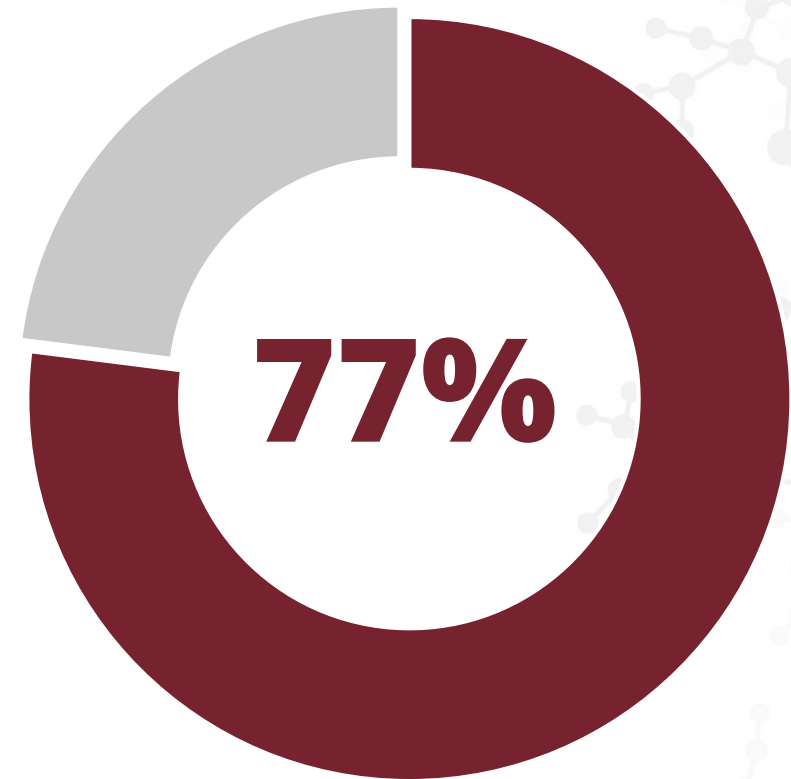


Healthcare Consumerism Drives Digital

View digital solutions as most effective way to search for a doctor



77% of patients search online before booking appointment



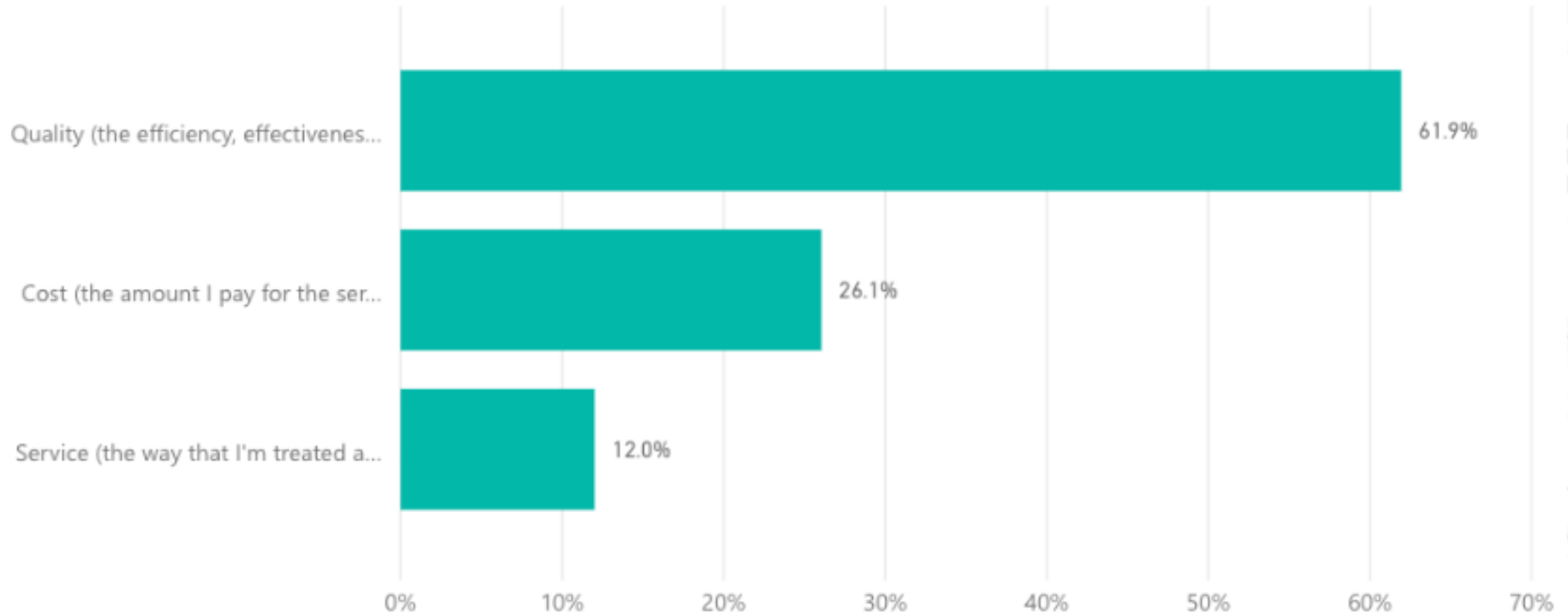


“Only 12% of adults had
proficient health
literacy...”

Note that 11% of U.S.
adults work in
healthcare.



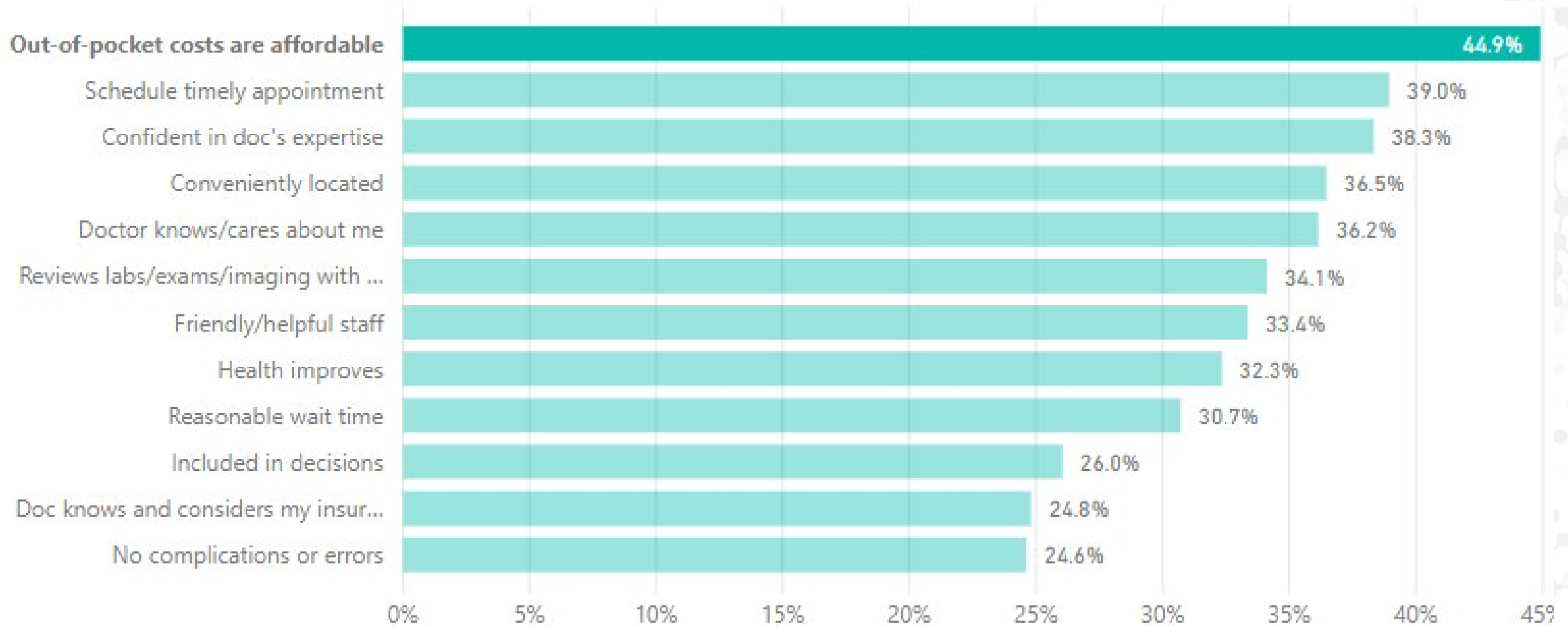
What's Most Important for Consumers?



Source: <https://uofuhealth.utah.edu/value/>



What Do Consumers Value Most?



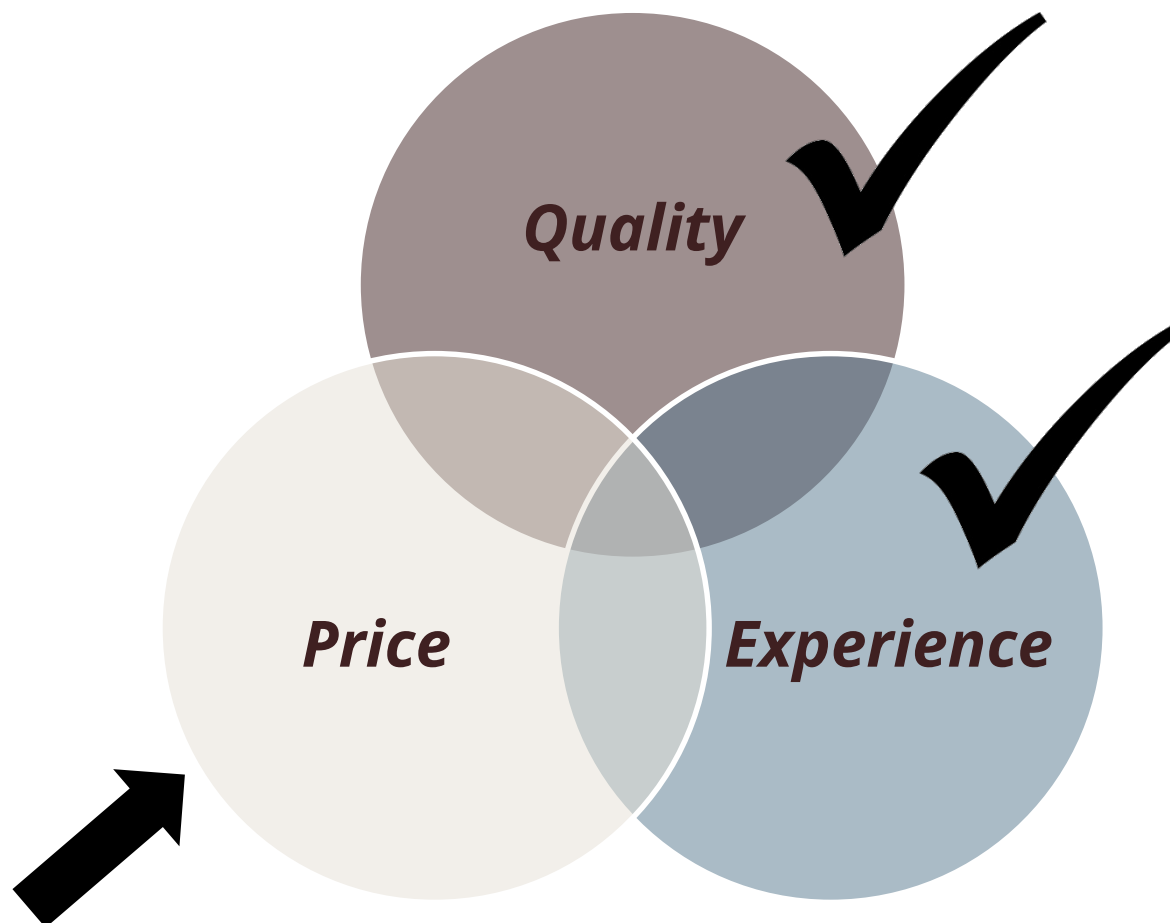
Source: <https://uofuhealth.utah.edu/value/>



Most Americans understand that healthcare prices and quality aren't necessarily correlated. When consumers search for healthcare price information, the majority select less expensive care options.

Source: <https://www.publicagenda.org/reports/still-searching-how-people-use-health-care-price-information-in-the-united-states/>

Three Pillars of Transparency



It's been a challenge...

Compare Hospitals












Back to Results

- General information
- Survey of patients' experiences
- Timely & effective care
- Complications & deaths
- Unplanned hospital visits
- Psychiatric unit services
- Payment & value of care

Timely & effective care

These measures show how often or how quickly hospitals provide care that research shows gets the best results for patients with certain conditions. This information can help you compare which hospitals give recommended care most often as part of the overall care they provide to patients.

Sepsis care


	<div>x</div>	<div>x</div>	<div>x</div>		
	UNIVERSITY OF IOWA HOSPITAL & CLINICS 200 HAWKINS DRIVE IOWA CITY, IA 52242 (319) 356-1616 	MERCY MEDICAL CENTER - CEDAR RAPIDS 701 10TH STREET SE CEDAR RAPIDS, IA 52403 (319) 398-6011 	MERCY HOSPITAL 500 E MARKET STREET IOWA CITY, IA 52245 (319) 339-0300 Overall rating   Learn more	IOWA AVERAGE	NATIONAL AVERAGE
	Overall rating   Learn more	Overall rating   Learn more	Distance  28.5 miles Add to My Favorites Maps and directions		
	Distance  28.3 miles Add to My Favorites Maps and directions	Distance  0.6 miles Add to My Favorites Maps and directions			
Percentage of patients who received appropriate care for severe sepsis and septic shock <i>Higher percentages are better</i>	40% ²	53% ²	39%	56%	58%

University Of Iowa Hospital and Clinics



76%

Patients that would definitely recommend
6% higher than the national average











- Overview
- Hospital Quality
- Patient Experience
- Providers
- Reviews
- Location

Cardiac 

Complication Based Ratings

Procedure/Condition	In Hospital
Defibrillator Procedures	 As Expected
Pacemaker Procedures	 Worse than Expected

Mortality Based Ratings

Procedure/Condition	Mortality In-Hospital	Mortality within 30 days
Coronary Artery Bypass Graft (CABG) Surgery	 Better than Expected	 As Expected
Coronary Interventional Procedures (Inpatient)	 Better than Expected	 As Expected
Heart Attack	 As Expected	 As Expected
Heart Failure	 As Expected	 As Expected
Valve Surgery	 Better than Expected	 Better than Expected



Experience



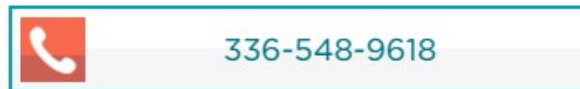
Your Well-Being ▾ Care & Treatment ▾ Find A Doctor ▾ F

[Home](#) » [Find A Doctor](#) » Provider Profile



Warren Dean Stacks, MD

Family Medicine



★★★★★ 4.73/5 (Based on 109 Reviews)

[Read Comments](#) | [Learn More](#)

Biography

Warren Stacks, MD, chose to work as a doctor in the most important thing in life. He believes that good day tasks, enjoy relationships and hold a job.



[Find a doctor](#)

[Find a hospital](#)

[Health A to Z](#)

[Overview](#)

[Hospital Quality](#)

[Patient Experience](#)

[Providers](#)

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Patient Experience

Patient experience measures tell you how patients felt about the care they received at the hospital. These measures are based on the Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey data from the Centers for Medicare and Medicaid Services (CMS).

[Learn more about patient experience](#)

Patient Rating

Care Team

Facility

71%

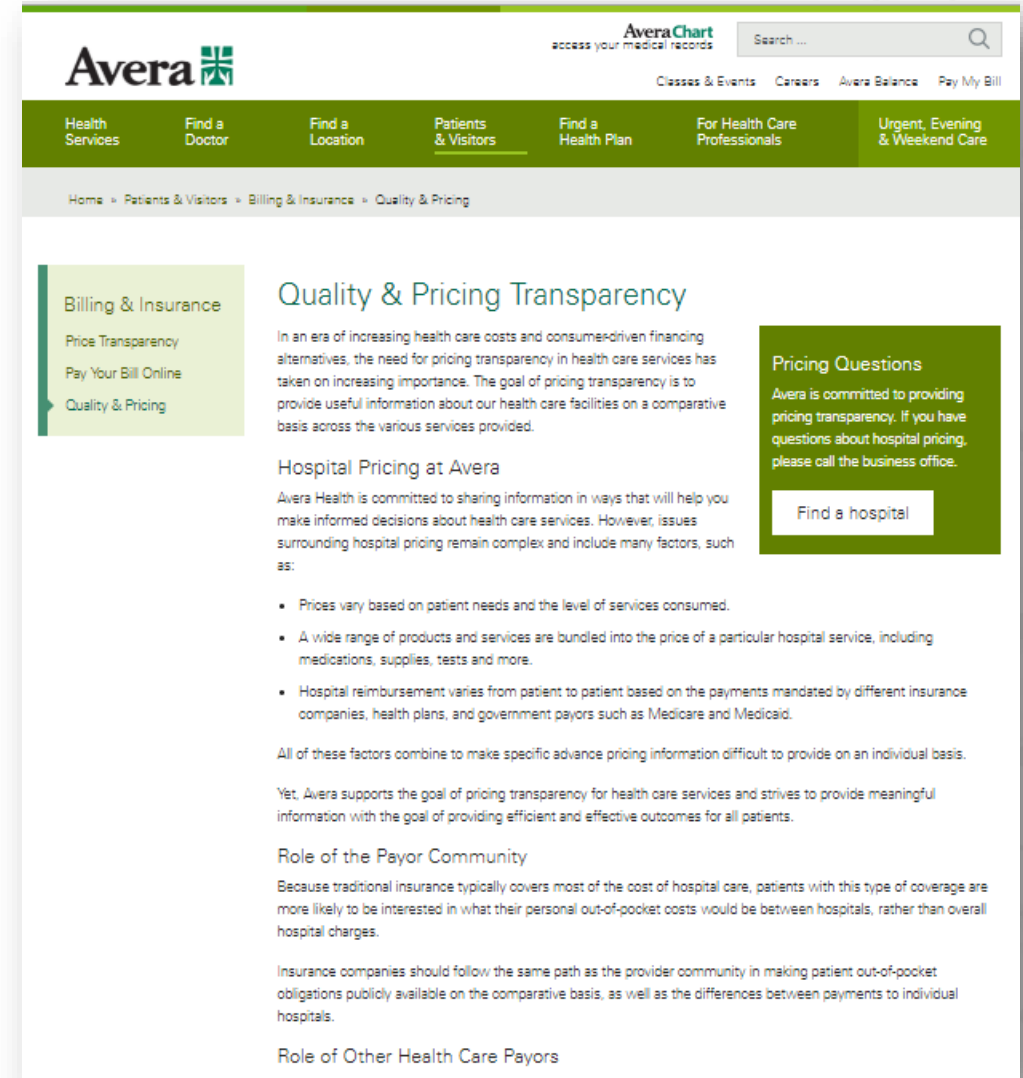
Patients who gave a rating of 9 or 10
2% higher than the national average

76%

Would definitely recommend
6% higher than the national average

Price Transparency 1.0

- “...effective January 1, 2019, we are updating our guidelines to require hospitals to make available a list of their current standard charges via the internet in a machine readable format and to update this information at least annually, or more often as appropriate. This could be in the form of the chargemaster itself or another form of the hospital’s choice, as long as the information is in machine readable format.”
- Track downloads of “current charge information”



The screenshot shows the Avera website's "Quality & Pricing Transparency" page. The header includes the Avera logo, a search bar, and navigation links for "Classes & Events", "Careers", "Avera Balance", and "Pay My Bill". A secondary navigation bar lists "Health Services", "Find a Doctor", "Find a Location", "Patients & Visitors" (which is highlighted), "Find a Health Plan", "For Health Care Professionals", and "Urgent, Evening & Weekend Care". Below this, a breadcrumb trail reads "Home > Patients & Visitors > Billing & Insurance > Quality & Pricing".

The main content area features a left sidebar with links to "Billing & Insurance", "Price Transparency", "Pay Your Bill Online", and "Quality & Pricing". The main heading is "Quality & Pricing Transparency". The text explains the need for pricing transparency in health care and states that Avera is committed to providing this information. A "Pricing Questions" sidebar on the right notes that Avera is committed to providing pricing transparency and provides a "Find a hospital" button.

The page also includes sections for "Hospital Pricing at Avera", "Role of the Payor Community", and "Role of Other Health Care Payors".

They're Not
Done!

Hello - Price
Transparency
2.0



SIGN IN NPR SHOP DONATE

NEWS ARTS & LIFE MUSIC SHOWS & PODCASTS SEARCH



3:59

+ QUEUE

DOWNLOAD

EMBED

TRANSCRIPT

POLICY-ISH

U.S. Hospitals And Insurers Might Be Forced To Reveal The True Prices They Negotiate

March 11, 2019 · 3:59 PM ET
Heard on All Things Considered



ALISON KODJAK



The Trump administration aims to boost competition among hospitals and cut costs by letting consumers see how widely prices can vary for the same medical or surgical procedure. But health economists say patients typically have little choice in choosing their hospital.

teekid/Getty Images



Hospitals & Health Systems

Hospitals sue CMS over price transparency rule

by Robert King | Dec 4, 2019 9:59am



Hospitals have filed a lawsuit against the Trump administration to fight a rule mandating they post payer-negotiated rates.
(Getty/designer491)





January 2019

- Publish the hospital's charge master
- Machine readable file(s)
- Updated at least yearly

January 2021

- Expands “standard charges”
 - Gross Charges (charge master)
 - Payer-specific negotiated charges
 - Discounted cash prices
 - De-identified min and max negotiated charges
- Eliminate barriers to access

But that's not all...



Provide a
Consumer-Friendly
Online Presentation
for
at Least 300 Shoppable Services.



Shoppable Services

“Shoppable services are services that can be scheduled by a healthcare consumer in advance, such as x-rays, outpatient visits, imaging and laboratory tests or bundled services like a cesarean delivery, including pre- and post-delivery care.”



What Information Do We Provide?

- Payer-specific negotiated charges
- Discounted cash prices
- De-identified minimum negotiated charges
- De-identified maximum negotiated charges



70 Services Dictated by CMS

Evaluation & Management Services	2020 CPT/HCPCS Primary Code
Psychotherapy, 30 min	90832
Psychotherapy, 45 min	90834
Psychotherapy, 60 min	90837
Family psychotherapy, not including patient, 50 min	90846
Family psychotherapy, including patient, 50 min	90847
Group psychotherapy	90853
New patient office or other outpatient visit, typically 30 min	99203
New patient office or other outpatient visit, typically 45 min	99204
New patient office or other outpatient visit, typically 60 min	99205
Patient office consultation, typically 40 min	99243
Patient office consultation, typically 60 min	99244
Initial new patient preventive medicine evaluation (18-39 years)	99385
Initial new patient preventive medicine evaluation (40-64 years)	99386



Laboratory & Pathology Services	2020 CPT/HCPCS Primary Code
Basic metabolic panel	80048
Blood test, comprehensive group of blood chemicals	80053
Obstetric blood test panel	80055
Blood test, lipids (cholesterol and triglycerides)	80061
Kidney function panel test	80069
Liver function blood test panel	80076
Manual urinalysis test with examination using microscope	81000 or 81001
Automated urinalysis test	81002 or 81003
PSA (prostate specific antigen)	84153-84154
Blood test, thyroid stimulating hormone (TSH)	84443
Complete blood cell count, with differential white blood cells, automated	85025
Complete blood count, automated	85027
Blood test, clotting time	85610
Coagulation assessment blood test	85730



Radiology Services	2020 CPT/HCPCS Primary Code
CT scan, head or brain, without contrast	70450
MRI scan of brain before and after contrast	70553
X-Ray, lower back, minimum four views	72110
MRI scan of lower spinal canal	72148
CT scan, pelvis, with contrast	72193
MRI scan of leg joint	73721
CT scan of abdomen and pelvis with contrast	74177
Ultrasound of abdomen	76700
Abdominal ultrasound of pregnant uterus (greater or equal to 14 weeks 0 days) single or first fetus	76805
Ultrasound pelvis through vagina	76830
Mammography of one breast	77065
Mammography of both breasts	77066
Mammography, screening, bilateral	77067



Medicine and Surgery Services	2020 CPT/HCPCS/DRG Primary Code
Cardiac valve and other major cardiothoracic procedures with cardiac catheterization with major complications or comorbidities	216
Spinal fusion except cervical without major comorbid conditions or complications (MCC)	460
Major joint replacement or reattachment of lower extremity without major comorbid conditions or complications (MCC).	470
Cervical spinal fusion without comorbid conditions (CC) or major comorbid conditions or complications (MCC).	473
Uterine and adnexa procedures for non-malignancy without comorbid conditions (CC) or major comorbid conditions or complications (MCC)	743
Removal of 1 or more breast growth, open procedure	19120
Shaving of shoulder bone using an endoscope	29826
Removal of one knee cartilage using an endoscope	29881
Removal of tonsils and adenoid glands patient younger than age 12	42820
Diagnostic examination of esophagus, stomach, and/or upper small bowel using an endoscope	43235
Biopsy of the esophagus, stomach, and/or upper small bowel using an endoscope	43239
Diagnostic examination of large bowel using an endoscope	45378
Biopsy of large bowel using an endoscope	45380
Removal of polyps or growths of large bowel using an endoscope	45385
Ultrasound examination of lower large bowel using an endoscope	45391
Removal of gallbladder using an endoscope	47562
Repair of groin hernia patient age 5 years or older	49505
Biopsy of prostate gland	55700
Surgical removal of prostate and surrounding lymph nodes using an endoscope	55866
Routine obstetric care for vaginal delivery, including pre-and post-delivery care	59400

Routine obstetric care for cesarean delivery, including pre-and post-delivery care	59510
Routine obstetric care for vaginal delivery after prior cesarean delivery including pre-and post-delivery care	59610
Injection of substance into spinal canal of lower back or sacrum using imaging guidance	62322-62323
Injections of anesthetic and/or steroid drug into lower or sacral spine nerve root using imaging guidance	64483
Removal of recurring cataract in lens capsule using laser	66821
Removal of cataract with insertion of lens	66984
Electrocardiogram, routine, with interpretation and report	93000
Insertion of catheter into left heart for diagnosis	93452
Sleep study	95810
Physical therapy, therapeutic exercise	97110



What's the target? Consumer Perspective



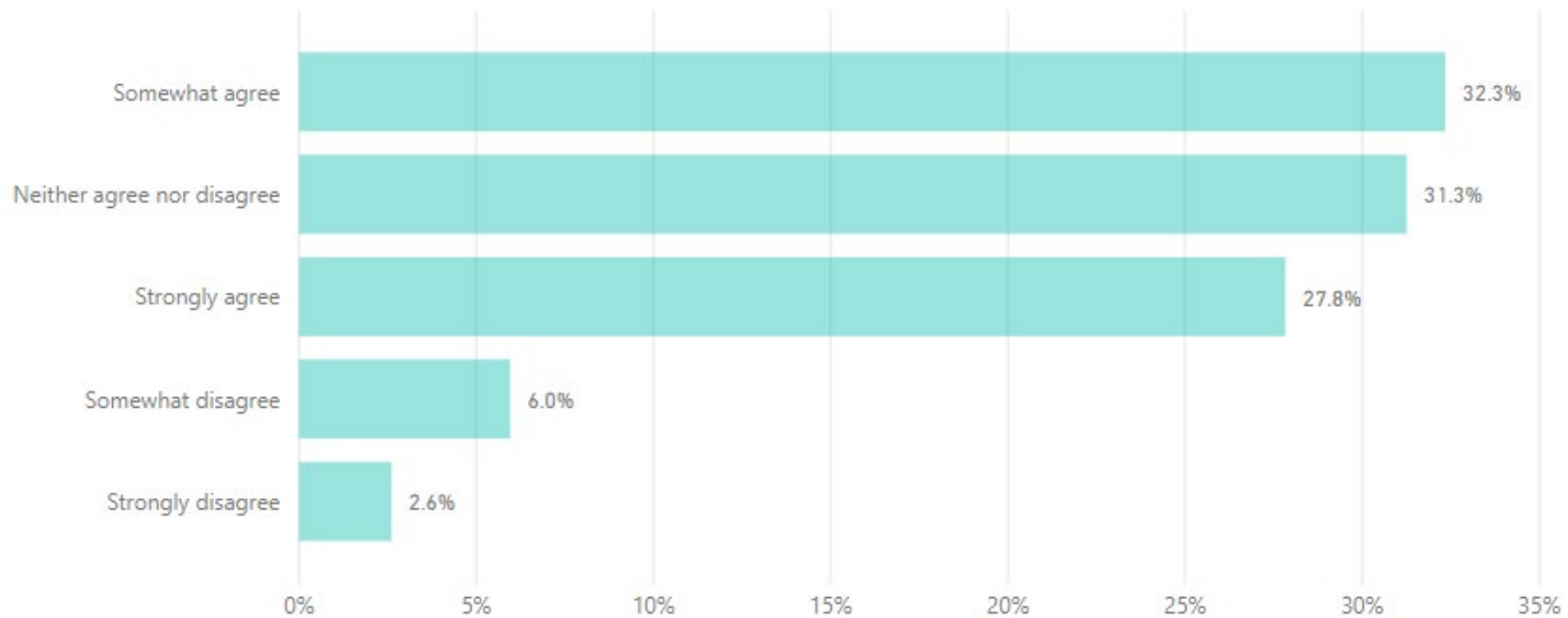
What Makes This Hard For Consumers?

- Finding the right procedure
 - Do Consumers Have the CPT code?
 - What happens if the procedure changes?
 - Will consumers use this to evaluate different procedures based solely on cost?
- Including all of the costs
 - Surprise billing – not on insurance?
- Understanding the different numbers being shared



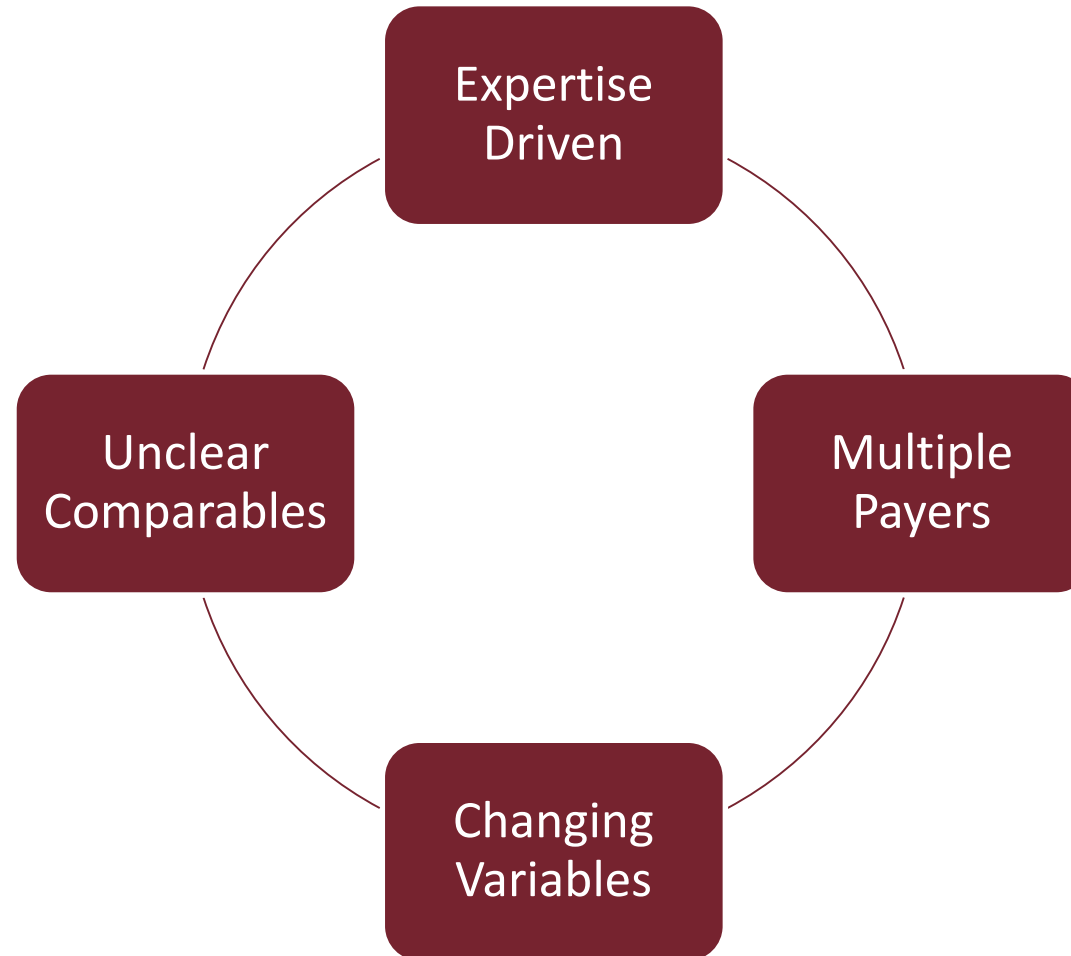
Who Should be Delivering Cost Information?

I would like my health care provider to talk with me about the cost of my care. ▾



Source: <https://uofuhealth.utah.edu/value/>

Other Similar Consumer Experiences





What is Missing From Today's Experience?

- Convenience
 - Hotlines and consulting with billing departments
 - Insurance company tools
- Ability to explore
 - Look through alternative procedures or tests
 - Understand tradeoffs
- Joint decision making and validation



Consumers **want**
their out of pocket costs.

Consumers **need**
decision support tools



What's the Target? Provider Perspective



Who is the Decider?

- And what are their goals?
- Finance and compliance?
- Marketing and patient experience?
- Clinical leadership?
- Multi-disciplinary committee?



Challenges to Execution

- Getting the data together
- Differences in price by facility
 - Do we normalize price?
- Handling out of network providers?
- How does this fit into the process?



Using Price Strategically

- Are you pricing services appropriately given your quality metrics relative to competitors?
- Is the experience that you deliver for your patients up to snuff given your price?
- What changes do you make if your three-legged stool is out of balance?
- How do we use pricing to incentivize certain behaviors?

Bundling Services with a Set Price



51°



Oklahoma City hospital posts surgery prices online; creates bidding war



Posted: Jul 8, 2013 / 10:15 PM CDT / Updated: Jul 9, 2013 / 07:29 AM CDT

POSTING PRICES SINCE 2009

(405) 475-0600



Surgery Center
of Oklahoma

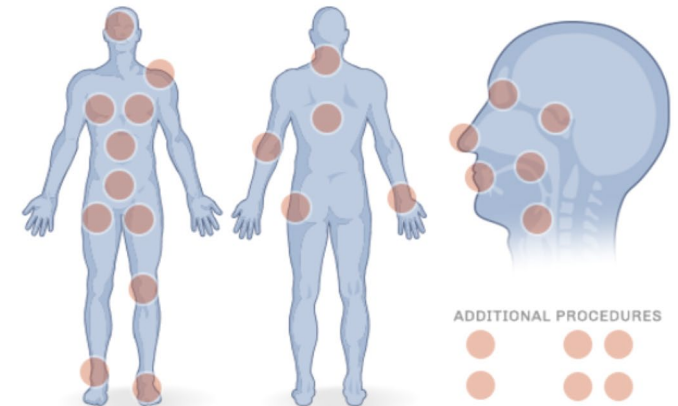
REQUEST A SPECIALIST

HOME ABOUT (PRICING) SPECIALISTS FINANCING FAQs DR. SMITH'S BLOG MEDIA CONTACT

{ Surgery Pricing

Click on an area of the body where a surgery or procedure is needed. Use this tool to find a price and request a specialist to contact you.

Select Procedure Category ▼







Final Thoughts

Implementing is Easier Than Adoption



JAMA Network™

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Search All 

Enter Search Term

Original Investigation FREE

May 3, 2016

Association Between Availability of a Price Transparency Tool and Outpatient Spending

Sunita Desai, PhD¹; Laura A. Hatfield

[» Author Affiliations](#) | [Article Info](#)

JAMA. 2016;315(17):1874-1881. doi:10.1001/jama.2016.10000

Conclusions

Among employees at 2 large companies, offering a price transparency tool was not associated with lower health care spending. The tool was used by only a small percentage of eligible employees.

What Progress is Being Made?

www.Geonetric.com/price-transparency

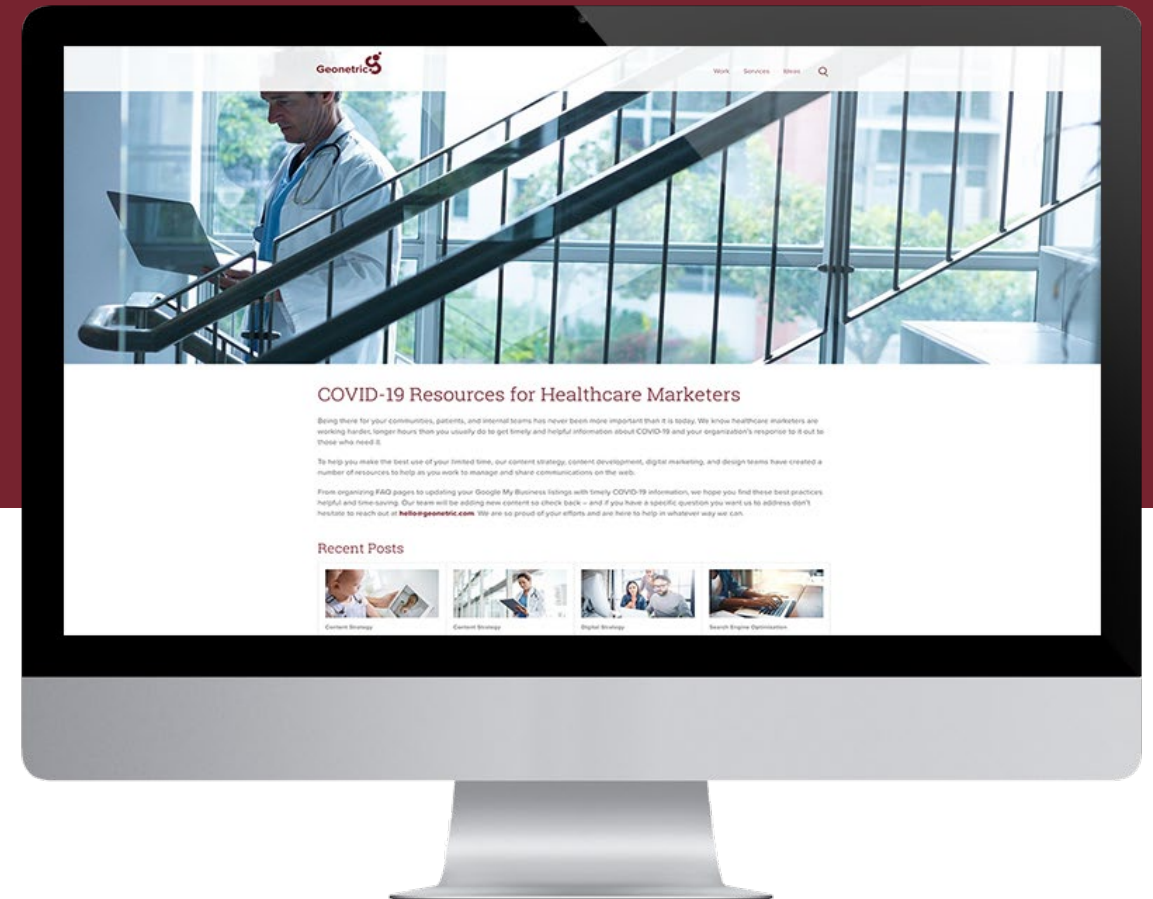




Things You Should Be Doing Now

- Find who owns this – get the right stakeholders to the table
- Conduct competitive analysis
- Evaluate the state of your pricing data and your ability to publish it
- Identify your 300 shoppable services
- Journey map your consumer shopping process
- Strategize how to tell your story around price

COVID-19 Resources for Healthcare Marketers



geonetric.com/covid19-hub

Upcoming Webinar

Healthcare Marketing & Communications Strategies During COVID-19

Join us Wednesday, April 8, 2020 at 2 p.m. EDT / 11 a.m. PDT

You're working hard to deliver timely, accurate, and helpful information about COVID-19 and your organization's response to your community and internal audiences.

Get guidance and recommendations, along with real-life examples of how your peers are using digital spaces to communicate effectively with all their audiences.

Register at: geonetric.com/webinars

Get answers to top questions about:

- *Building a patient resource hub to house all of your expanding content related to the coronavirus*
- *Creating new content that answer coronavirus-related questions*
- *Updating and motivating internal teams through effective communications*
- *Updating Google My Business pages to reflect new hours and protocols and making updates to Schema.org*