



The Future of Transparency: Strategies for Payer and Provider Success

Introductions



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Navigating healthcare transparency

1

Evolving
landscape of
healthcare
transparency

2

The power
of payer
transparency
data

3

Innovative
use of data

4

Strategic
pathways for
success with
payor contracts

5

The importance
of rational
pricing in
healthcare

Moderator Question 1

- What do you see as the drivers and benefits of pricing transparency regulations?



Moderator Question 2

- What are the benefits for providers around pricing transparency and leveraging the now available data?



Competitive rate analysis

Informed market-level pricing example

Payor-XXXX	Code description	Client	Competitor A	Competitor B	Competitor C	Avg rate	Client compared to avg
90785	Interactive Complexity (add-on code)	\$11.03	\$14.90	\$11.18	\$7.04	\$11.04	-\$0.01
90791	Psychiatric Diagnostic Eval	\$131.16	\$174.86	\$131.14	\$141.91	\$144.77	-\$13.61
90792	Psychiatric Diagnostic Eval w/medical services	\$150.03	\$196.55	\$147.41	\$159.38	\$163.34	-\$13.31
90832	Psychotherapy - 30 minutes	\$56.54	\$75.56	\$56.68	\$61.13	\$62.48	-\$5.94
90834	Psychotherapy - 45 minutes	\$76.03	\$99.97	\$74.98	\$88.41	\$84.85	-\$8.82
90837	Psychotherapy - 60 minutes	\$110.36	\$147.07	\$110.30	\$101.52	\$117.31	-\$6.95
90846	Family Psychotherapy with or w/o Patient 50 min	\$88.81	\$99.97	\$88.20	\$89.64	\$91.65	-\$2.85
90847	Family Psychotherapy with or w/o Patient 50 min	\$92.25	\$104.01	\$91.76	\$106.95	\$98.74	-\$6.50
90853	Group Therapy	\$40.00	\$40.00	\$40.00	\$33.00	\$38.25	\$1.75



Moderator Question 3

- What are the challenges to accessing and understanding the data?

How PayerPrice Works



Transparency in Coverage

unitedhealth ☐ In Network ☐ Out of Network ☒ Index

1. 2023-09-01_UNITEDHEALTH-GROUP-INC_index.json
2. 2023-09-01_UNITEDHEALTH-GROUP_index.json
3. 2023-09-01_UnitedHealth...
4. 2023-09-01_UnitedHealth...
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United	93306	Sat Jul 01 20	234.669998	ffs	CPT	negotiated
United	93010	Sat Jul 01 20	7.34000015	ffs	CPT	negotiated

- Legislation requires that all commercial health insurers publish data online
- PayerPrice connects directly to insurer portals to ingest transparency data
- Over 1,000+ terabytes of data are added to PayerPrice database per month



☐ In Network ☐ Out of Network ☒ Index

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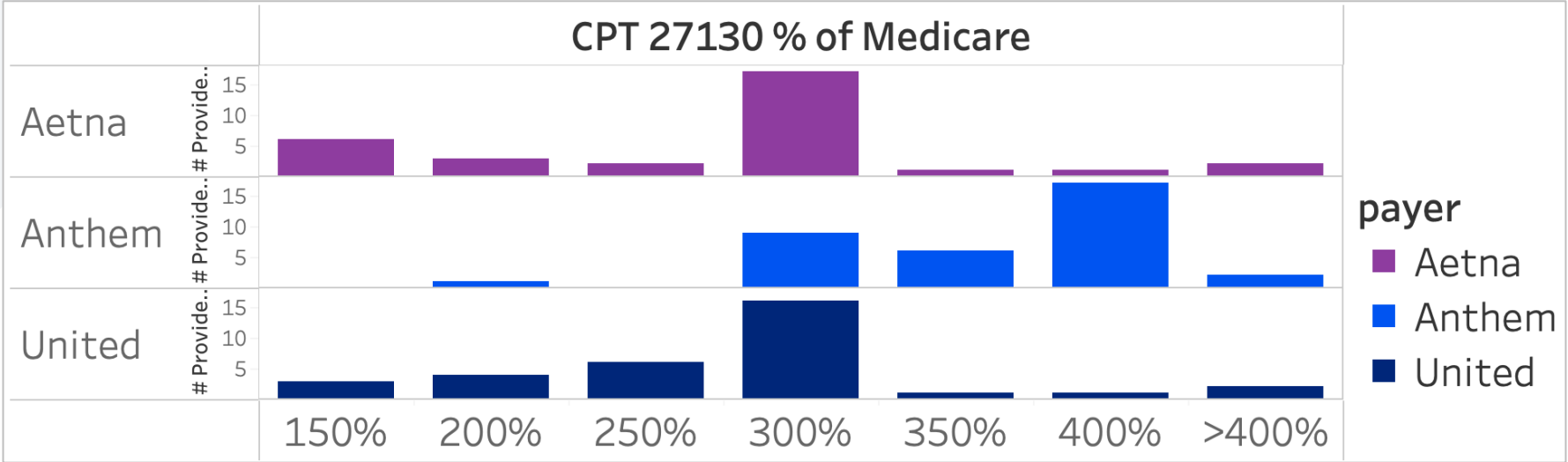
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Commercial rates vary widely



- ▲ In CT, majority Orthopedic Surgeons clustered at 300% of Medicare
- ▲ Many providers are receiving half of the payers' most common rates

Moderator Question 4

- ▲ How have you seen the data drive strategy and results?



Leveraging data in payor contracting

How competitive analysis informs strategy

Knowing what your competitors are paid or how they access higher rates can inform strategy. As a case study, we utilized the data to inform a dermatology provider of how their competitors were being paid. With deeper expertise and insight, we found the top rates were commanded by IPAs (Independent Physician Organizations).

Result

We were able to guide and assist our client in aligning to an IPA with these higher rates and increased their rates by 38%.



Provider strategic pricing

Alignment to market

Hospital	Gross Charges	Competitor Median	Variance at Median	Competitor 75 th Percentile	Variance at 75 th	Competitor 90 th Percentile	Variance at Nat 90 th
A	\$1,196,425,604	\$1,247,523,821	4.27%	\$1,278,638,944	6.87%	\$1,333,097,782	11.42%
B	\$892,359,072	\$957,291,691	7.28%	\$992,873,435	11.26%	\$1,056,128,927	18.35%
C	\$3,266,110,614	\$3,494,114,672	6.98%	\$3,632,988,039	11.23%	\$3,854,870,582	18.03%
D	\$5,503,194,191	\$5,785,501,005	5.13%	\$6,120,087,515	11.21%	\$6,818,403,503	23.90%
System	\$10,858,089,482	\$11,484,431,189	5.77%	\$12,024,587,933	10.74%	\$13,062,500,794	20.30%

Improved net

Hospital	Total Base Charges	Total New Charges	Dollar Variance	Percent Variance	Base Net Dollars	Proposed Net Dollars	Variance	Percent Variance
A	\$933,491,311	\$994,249,372	\$60,758,061	6.51%	\$20,931,227	\$22,107,218	\$1,175,992	5.62%
B	\$518,838,729	\$556,582,728	\$37,743,999	7.27%	\$19,630,719	\$20,936,386	\$1,305,667	6.65%
C	\$407,733,660	\$414,755,843	\$7,022,183	1.72%	\$14,728,013	\$14,849,477	\$121,464	0.82%
D	\$7,607,325,143	\$7,943,356,486	\$336,031,343	4.42%	\$64,587,015	\$66,935,941	\$2,348,926	3.64%
System	\$9,467,388,843	\$9,908,944,428	\$441,555,586	4.66%	\$119,876,974	\$124,829,022	\$4,952,048	4.13%



Moderator Question 5

- ▶ Who really benefits from all these initiatives and data?
How does it help the patient?



Moderator Question 6

- What does the future hold for these type of analytics and data?

Final thoughts?



Questions?

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