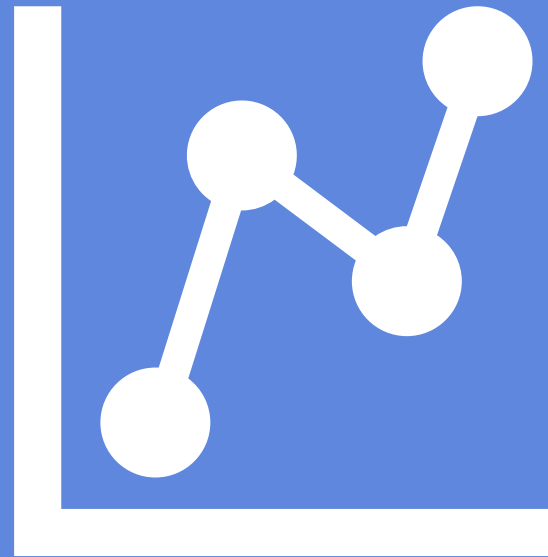


Clarify

Using price
transparency
intelligence for
growth

Guide for Network Strategy Leaders



Accelerate growth with on-demand pricing insights

In healthcare, pricing information is no longer a secret. With expanded regulations for payers and hospitals to share their rates, price transparency intelligence has become a must-have component for network management and contract negotiation teams. With the overwhelming volume of data, inconsistencies, and complexity of the data on pricing, strategy teams now require keen analysis and insights on rates to maintain market competitiveness, ensure advantageous provider negotiations, and affirm value.

The Hospital Price Transparency rule requires hospitals to provide standard pricing information online, including negotiated rates with third-party payers. The Transparency in Coverage Rule requires health plans to disclose covered items and services costs — including requiring covered health plans to offer a cost-sharing information self-service tool and provide enrollees with estimates of out-of-pocket expenses.

As healthcare organizations respond to the pressures for value, price transparency intelligence and rate solutions can deliver access to actionable insights that help maintain a competitive advantage without wasting internal resources to aggregate, clean, and develop data models. When applied to key business areas, pricing intelligence can transform how networks are designed, contracts are negotiated, and value is assessed.

This guide identifies three strategic areas to optimize with on-demand intelligence for successful growth and operations.

Top opportunities for price transparency intelligence

**Network
Design**

**Payer/ Provider
Negotiations**

**Value
Affirmation**



Design better networks

As rate-based price transparency data increases for providers and health plans, it is increasingly imperative to leverage these rate data to optimize network designs. For strategic alignment, provider rates must be assessed alongside provider performance. Utilizing network design software that includes cloud-based rates intelligence alongside provider performance insights allows for a comprehensive value assessment of providers that enables efficient and high-value network designs.

RATE INTELLIGENCE OPTIMIZES NETWORK DESIGN

- **Reduce member premiums** without negatively impacting patient outcomes by identifying high-quality and cost-effective providers.
- **Evaluate provider value** by assessing rates alongside provider performance metrics on quality and efficiency.
- **Improve competitive positioning** when designing networks in new markets.

Strengthen negotiations

For health plans, the ability to quickly assess the competitive market rate dynamics across providers and competitors is critical for successful negotiations. Unfortunately, information asymmetry threatens the negotiation process. Healthcare providers have inside knowledge of the varying rates they charge to different payers. However, health plans often have limited visibility, and intel is often not granular enough to offer a comprehensive, precise pricing overview of the market landscape. Greater access to price transparency intelligence equips your team with the confidence needed to negotiate advantageous rates.

STRENGTHEN YOUR POSITION IN NEGOTIATIONS WITH COMPETITIVE INTELLIGENCE

- **Solidify market competitiveness** with hospital rate intelligence and compare your inpatient and outpatient rates to the market, using price transparency data to augment your negotiation positions.
- **Identify the most competitive rates** to negotiate network inclusions and exclusions and push prices toward the median.
- **Easily build and populate** contract modeling tools with providers, payer plan, and DRG and CPT code levels.

Demonstrate your value

When it comes to group health plans, large companies constantly seek ways to add value. And as the availability of pricing information expands, group health plans and consumers are expected to scrutinize fees and rates — seeking strategies to mitigate rising costs and navigate members toward high-performing providers.

GET ANSWERS TO PRICE TRANSPARENCY QUESTIONS

- **Assessing network value?** Assess on-demand insights on provider quality, efficiency metrics, referral patterns, and cost of services to understand networks' true costs and value.
- **Demonstrating value to employer groups?** Analyze and access user-friendly dashboards on rates and performance to demonstrate value with on-demand precision.

The value of price transparency intelligence

Improve member acquisition and retention

Lower premiums for fully insured plans through reduced claims costs

Lower claims costs to get more competitive rates for ASO administrative service only) self-insured plans

Strengthen alignment with providers

Deliver preferred tiering to ensure high-value providers are included in network

Lower claims costs by increasing provider alignment

Reduce administrative burden

Improve your negotiation position with market rate intelligence

Accelerate the negotiation cycle with actionable insights to streamline discussions where rate differences and service volume matters

About Clarify

Clarify Health unlocks valuable healthcare insights making complex decisions easier. The foundation is the Clarify Atlas Platform®, leveraging the industry's largest and most robust dataset, to map over 300 million lives to deliver more than 20 billion AI-powered predictions, delivering actionable insights with unparalleled speed and precision. Clarify employs stackable building blocks architected to streamline the complexity of care decisions in five key areas: topline growth, cost containment, care guidance, data leverage, and expertise.

To learn more about Clarify Health and the benefits of its high-performing healthcare insights, please visit www.clarifyhealth.com.