# Clarify

# Bring clarity to healthcare Price Transparency data

Easily understand your pricing position in comparison to competitors and enter negotiations with leverage

**1**

### Transparency mandates create a flood of complex data

Federal regulations require hospitals and payers to publish negotiated rates. The result? A massive, fragmented data landscape. While payer compliance is high, hospital reporting remains inconsistent and lacks standardization, making raw data difficult to use without significant transformation. Price transparency data does not need to be overwhelming – Clarify turns it into a strategic advantage.

**2**

### Clarify simplifies the chaos with enriched, actionable intelligence

Clarify's Rates IQ Suite, built on the Atlas Platform, turns over 3 petabytes of raw rates data into intuitive, insight-rich intelligence. By enriching public data with claims from 300M+ patient lives, Clarify eliminates "zombie rates" and surfaces only what is meaningful – rates tied to real-world utilization. This suite helps payers and providers benchmark rates, optimize networks and negotiate with confidence. Users can instantly compare rates by provider, payer, service line or region. With layered insights like Medicare benchmarks, service mix and claims volume, Clarify reveals the true cost dynamics behind every rate, accelerating smarter decision and value-based strategies.
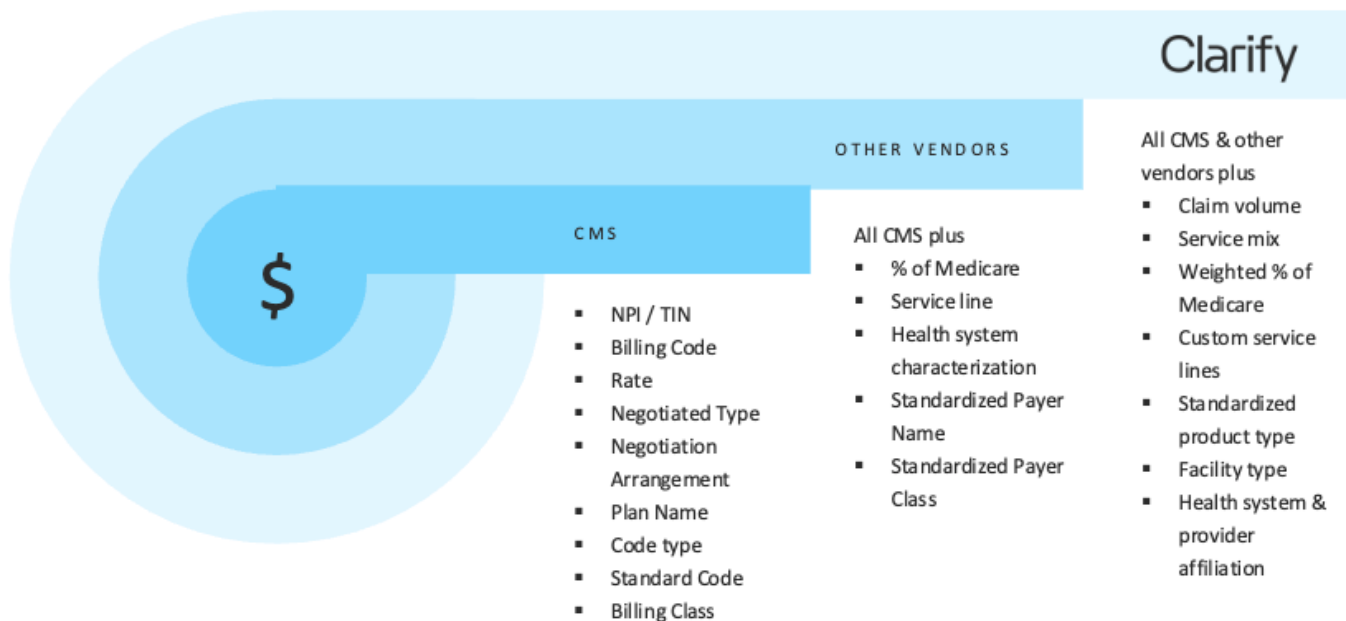
**3**

### Combined hospital and payer data offers a complete picture

Clarify combines hospital- and payer-reported data from both provider and payer sources to deliver unmatched completeness and coverage of professional and institutional rates across markets. This approach enhances visibility into key metrics like value, efficiency, performance, and affordability—providing a stronger foundation for strategic decisions. These insights are critical for benchmarking, identifying high-value providers, and optimizing network design, pricing, and care delivery strategies.

## Advanced Payer Rates Analysis

| RATE INPUTS | PAYER FILTERS | PROVIDER FILTERS | SERVICE FILTERS | OUTPUT SET UP |
|---|---|---|---|---|
| **PAYER DATA SOURCE** | **PAYER CLASS(ES)** | **HEALTH SYSTEM(S)** | **CLASSIFICATION(S)** | **BY CATEGORY** |
| BCBS | Commercial | South Atlantic Health | Inpatient | 4 items selected |
| **NEGOTIATED TYPE(S)** | **PAYER NAME(S)** | **PROVIDER(S)** | **SERVICE LINE(S)** | **PAYER NAME(S)** |
| 2 items selected | 2 items selected | 2 items selected | Cardiac Services | 4 items selected |
| **PROVIDER STATE(S)** | **PRODUCT TYPE(S)** | **NPI(S)** | **PRODUCT TYPE(S)** | **PRODUCT TYPE(S)** |
| Florida | PPO | Select NPI(s) | MS-DRG | 4 items selected |
| | **PLAN GROUP(S)** | | **SERVICE CODE(S)** | **FILTER METRICS** |
| | Select Plan Group(s) | | Select Service Code(s) | 2 items selected |

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**CMS**
- NPI / TIN
- Billing Code
- Rate
- Negotiated Type
- Negotiation Arrangement
- Plan Name
- Code type
- Standard Code
- Billing Class

**OTHER VENDORS**

All CMS plus
- % of Medicare
- Service line
- Health system characterization
- Standardized Payer Name
- Standardized Payer Class

**Clarify**

All CMS & other vendors plus
- Claim volume
- Service mix
- Weighted % of Medicare
- Custom service lines
- Standardized product type
- Facility type
- Health system & provider affiliation

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**4** ## Smarter benchmarks through Medicare normalization and utilization weighting

Clarify's enriched data includes calculated Medicare benchmarks and volume-weighted metrics, helping users evaluate provider rates in context. By anchoring commercial rates to a Medicare baseline, users can consistently compare rates across providers and markets—even when negotiated rates vary widely. This combined data set delivers a clearer view of value, performance, and ultimately affordability of healthcare services. Armed with these insights, teams can make faster, data-driven decisions to strengthen contract strategy and optimize network design.

**5** ## Purpose-built for fast, flexible strategic insights

With a no-code interface, powerful filters, and on-demand benchmarking tools, Clarify empowers healthcare organizations to navigate transparency data with ease—supporting better contracting, network design, and rate optimization. The platform empowers teams to adopt and utilize it broadly across multiple use cases by offering a self-service design that requires no deep analytical expertise. Whether it involves helping providers identify opportunities to increase reimbursement or enabling health plans to manage spend and lower costs, Rates IQ Suite delivers the intelligence needed to drive strategic outcomes.

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"With Clarify's rate data, our team can now leverage the combined power of Clarify's provider quality performance insights in tandem with rate insights to fully assess provider performance and help our members get the higher quality outcomes they deserve at an affordable price."

*VP — Market & Provider Analytics*
**National Health Plan**