A shift to value
Getting ready for price transparency—getting it right

What drives PRICE TRANSPARENCY?
In an era of rising health care costs and diverse consumer buying preferences, the need for price transparency has taken on increasing importance. There are many factors driving this demand.

GETTING READY:
What can health care systems and hospitals do?
Health care providers effectively managing costs, clinical variations and patient experiences are more likely to thrive in this increasingly transparent environment. Organizations should embrace this movement and launch a comprehensive pricing transparency approach that incorporates the following:

1. EXPENDITURES: U.S. health care expenditures and rates of inflation continue to lead the world and dominate federal expenditures.

2. MEDIA EXPOSURE: The media expose irrational pricing strategies and organizations not fully prepared for transparency.

3. CONSUMERISM: Consumers are becoming less loyal and leverage information and technology to spend thoughtfully and seek value.

4. REALIGNMENT: Trade organizations encourage realignment of charges, price and cost data. Comparative clinical outcome information is needed to support informed consumer health care spending decisions.

5. REGULATORY COMPLIANCE: Providers and payers are required to disclose standard charges, negotiated rates and cash prices for all items and services on their websites. This can enable a level competitive environment.

6. VALUE-BASED ECONOMICS: Will provide opportunity to those prepared to compete on value as free market forces are restored.

7. DIGITAL TRANSFORMATION: Technology, analytics and automation enable an enhanced digital relationship, leading to clearer value, reduced clinical/cost variation and better overall experiences.

GETTING IT RIGHT:
We can help
In order to stay competitive and responsive to market expectations and patient needs, health care organizations require a comprehensive pricing transparency strategy. Our RSM professionals are poised to provide guidance and help with each step.

Contact us to learn more.