

# 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.

### 7 DRIVERS

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.



#### 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.

4

#### 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.

5

#### VALUE-BASED ECONOMICS

Will provide opportunity to those prepared to compete on value as free market forces are restored.

6

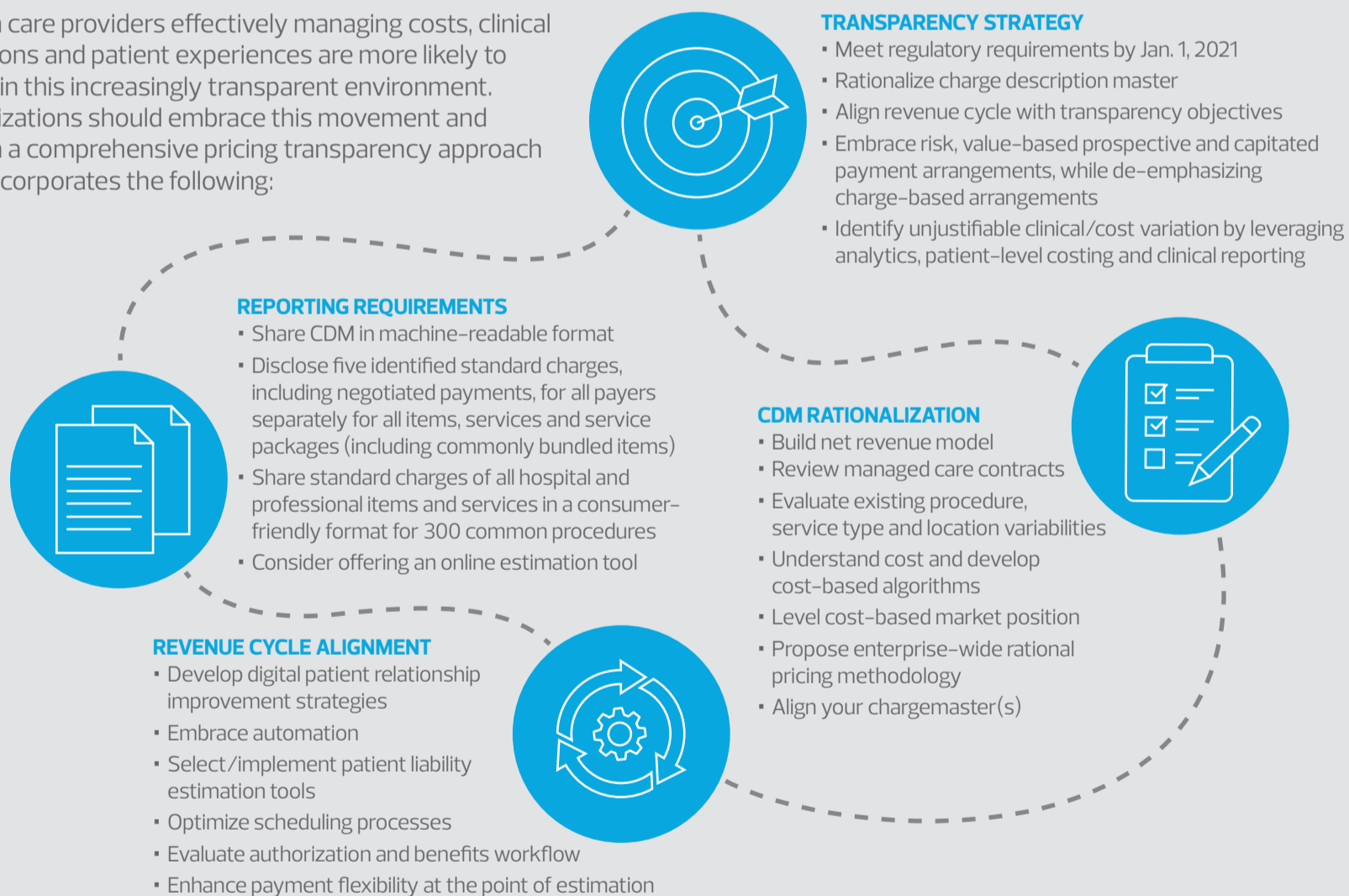
#### DIGITAL TRANSFORMATION

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

7

## 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:



## 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.

THE POWER OF BEING UNDERSTOOD  
AUDIT | TAX | CONSULTING

