

PROTECTING PATIENTS BY

**Providing
Information
& EMPOWERING
CHOICE**



Healthcare Bluebook™



WE'VE BEEN AN
INDEPENDENT
SOURCE OF
TRANSPARENCY
SINCE 2007



OUR STRATEGIC DIFFERENCE

- ① Simple
- ② Practical
- ③ Outcomes-Driven



Transparency Tools

**ADDRESS
HUGE**

**VARIATIONS
IN PRICE
AND
QUALITY**



It's not the *physician*, it's the *facility*...

PRICE VARIABILITY FOR COLONOSCOPY (NO BIOPSY)



Hospitals may do everything,
but they are not *great* at everything...

CARDIAC SURGERY
57th percentile



ORTHOPEDIC
94th percentile



CANCER CARE
12th percentile



Area Rank	Hospital	City	Rating	Score	National Rank
1	A	Brandon	✓+	93.1	227
2	B	Largo	✓+	93.0	337
3	C	Trinity	✓+	89.8	358
4	D	Saint Petersburg	✓+	78.4	754
5	E	Tarpon Springs	✓+	76.3	829
6	F	Sun City Center	✓+	76.2	831



National Percentile Rankings

✓+ >66th percentile

✓ 33th – 66th percentile

✓- <33th percentile

Economic Opportunity Analysis



QUANTIFY

Savings Opportunities

VISUALIZE

Price Variability Across Markets

STRATEGIZE

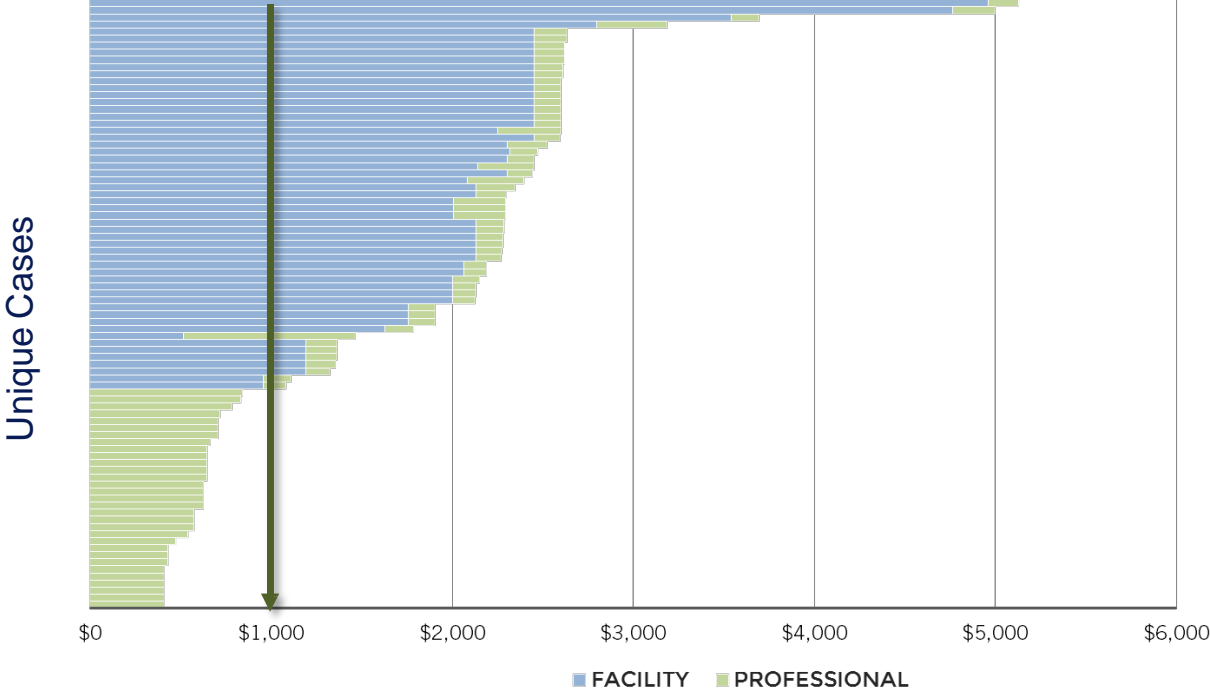
The Right Program and Incentives

ShopSmart services account for **24%** of total medical spend.

Category	Total Procedures	Total Spend	Opportunities to Save	Potential Savings	Savings Percent
GeneralDiagnostics	2,860	\$3,575,941	1,197	\$1,170,822	33%
IP /OP Surgery & Procedures	376	\$1,938,559	140	\$767,963	40%
Wom en's Health	4,775	\$2,710,882	1,229	\$600,561	22%
Bone & Joint	254	\$3,002,332	132	\$753,188	25%
CT Im aging	1,041	\$911,777	224	\$578,899	63%
MRI Im aging	1,438	\$1,112,784	276	\$455,185	41%
Ultrasound	3,266	\$577,188	506	\$138,188	24%
Xray Im aging	6,020	\$314,667	1,196	\$130,932	42%
Labs (Top 30)	59,842	\$1,030,161	13,119	\$217,190	21%
Total	79,872	\$15,174,291	18,019	\$4,812,930	32%

32% of the spend on ShopSmart services could be saved using lower-cost in-network providers.

Sleep Study



Fair Price: \$900



STRATEGIZE

**ECONOMIC
OPPORTUNITY
ANALYSIS
HELPS SHAPE
PROGRAM DESIGN**

Communication Strategies

Integration with Existing Programs

Messaging

Rewards

Engagement Strategy

- Posters

THE TRUTH IS, NO HOSPITAL IS GOOD AT EVERYTHING

Quality varies just as much as price.



Top 25%
Orthopedic

Middle 50%
Cardiac Surgery

Bottom 25%
Cancer Care

Healthcare Bluebook ranks hospitals by clinical service, so you and your doctor can find the right hospital for **your** procedure.

ONLINE MOBILE PHONE

healthcarebluebook.com/cc/custmrURL Download the Bluebook Apple or Android App and enter "PASSWORD" in the settings to access custom content XXX.XXX.XXXX

Client Logo Healthcare Bluebook

KNOWLEDGE IS POWER



ALL PRICE
\$572

\$330 **\$2,470**

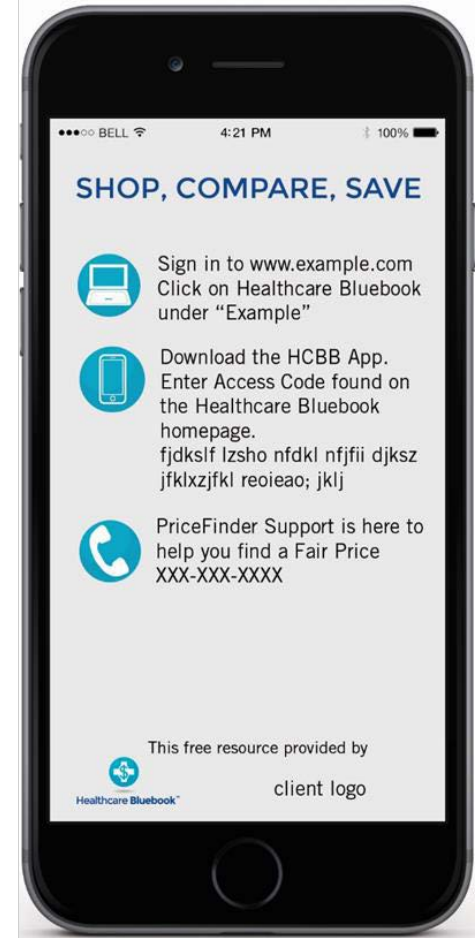
When prices for the same in-network procedure vary by up to 500%, chances are you're paying way more than you have to.

Join the Fair Price Revolution

healthcarebluebook.com/cc/<client name> XXX.XXX.XXXX App & Android

Engagement Strategy

Mobile Cards



Engagement Strategy

How it works

Healthcare Bluebook.

- 1 Search by Procedure
- 2 See the Fair Price™
- 3 Choose a Provider
- 4 Save Money

Never overpay
for healthcare again.



Same Procedure. Different Price.

When prices for the same in-network procedure vary by up to 500%, chances are you're paying way more than you have to.

Healthcare Bluebook.

We've made
shopping for
healthcare
easy



Healthcare Bluebook™
[Click here to get started](#)

“Go Green to Get Green”™

CareOperative/Healthcare Bluebook 330 Franklin Road, Suite 135A - 428 Brentwood, TN 37027		Bank of America 133 Franklin Road Brentwood, TN 37027 87-2/640	8313
PAY TO THE ORDER OF		August 26, 2014	
<u>David Smith</u> <u>One Hundred and no/100's</u>		\$ 100.00	
MEMO		DOLLARS	
David Smith 123 Old Town Road Nashville, TN 37028		Void after 90 days & Not Valid Over \$500	
		AUTHORIZED SIGNATURE	
⑈008313⑈ ⑆064000020⑆ 444004381116⑈			

Dear David,

8313

Attached is a reward check for \$100 for a procedure received on 5/25/14. This is part of a program for participating ABC Company's health plan members that rewards members when they choose Fair Price providers for certain healthcare procedures. You are receiving this reward because you or a member of your family recently received care from a Healthcare Bluebook approved Fair Price provider.

The program is being administered for ABC Company by Healthcare Bluebook (CareOperative) to ensure that all information is kept confidential; personal information about the participants or their health information will not be shared with ABC Company. If you have questions about your reward or feedback about the program, please contact Healthcare Bluebook at: rewards@healthcarebluebook.com.

To access Healthcare Bluebook or to learn more about the rewards program, please visit ABC Company's web portal, log in and then click on the link to Healthcare Bluebook. Healthcare Bluebook can help you understand the Fair Price for care, compare local providers and save hundreds or even thousands of dollars on healthcare procedures.

Pinellas County Schools ROI Model

Global Assumptions and Savings Opportunity

Total Medical Spend		\$64,273,671
Number of Covered Employees		11,000
% of Medical Spend on ShopSmart Procedures	This was the total medical we evaluated in the	24%
Total Addressable Costs (ShopSmart Services)	EOA	\$15,174,291
Total Potential Savings		\$4,812,930
Potential Savings as % of Total Medical Spend		8%
PEPM Rate		\$1.25

Estimated Savings

(Savings capture is driven by communication, benefit design, incentives, and integration.)

	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%
Potential Savings as % of Total Medical Spend	0.5%	1.0%	1.5%	2.0%	2.5%	3.0%
Potential Savings Amount	\$321,368	\$642,737	\$964,105	\$1,285,473	\$1,606,842	\$1,928,210
ROI (Savings/Costs) with Rewards	1.10	2.17	3.22	4.24	5.23	6.20

Estimated Costs

Reoccurring Costs

	Monthly	Annually
HCBB Fees	\$ 13,750	\$ 165,000
Rewards Cost (Estimate)	\$ 5,541	\$ 66,495
Total Reoccurring Costs	\$ 19,291	\$ 231,495

Non-Reoccurring Costs

Implementation Fee (First Year Only)	\$ 27,500
Total Year 1 Costs	\$ 258,995

WHY Healthcare Bluebook

Healthcare Price Transparency

- Bluebook provides detailed cost information on procedures covering over 90% of an employer's medical spend
- Bluebook has advanced consumerism tools, including provider information and color-coded price rankings, on over 800 of the most "shop-able" procedures

Healthcare Quality Transparency

- National/regional/local rankings based on outcomes (mortality, complications, patient safety), process and patient satisfaction
- Data is fully risk-adjusted, statistically significant, composite-scored nationally and provided in 35 clinical categories

