

Healthcare Bluebook: Smarter Healthcare Shopping

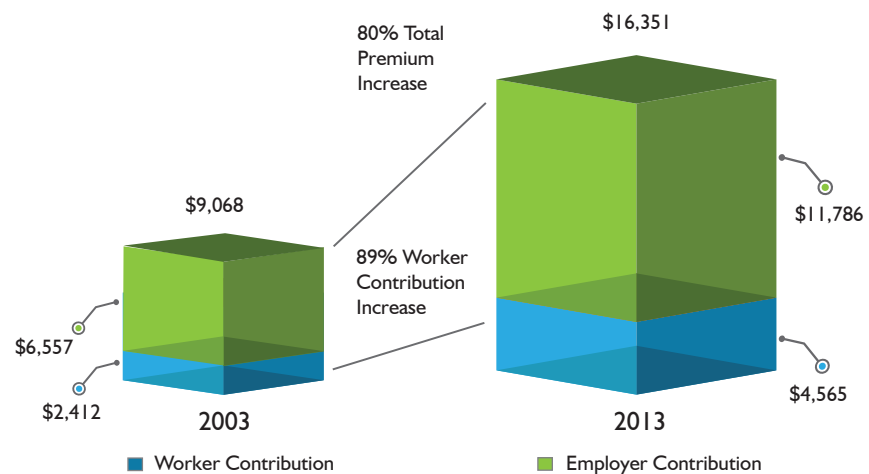


Healthcare costs have doubled in the past ten years. Employer-sponsored health plans are consistently spending 4-15% more than they would if employees used a transparency tool like Healthcare Bluebook (HCBB). Numerous studies have shown that higher healthcare prices do not indicate a higher quality of care.

Healthcare Bluebook supports the shift to referenced-based pricing. By having the benchmarks within HCBB to compare the quality and cost of healthcare, you and your employees can negotiate more favorable rates for medical procedures, providers and facilities. The result? A lower healthcare spend for you and less out of pocket expenses for your employees.*

* Incentive plans available

Average Annual Health Insurance Costs for Employers and Families



Source: Kaiser/HRET Survey of Employer-Sponsored Health Benefits, 2003-2013

Getting Started Is Easy



SHOP

Search for services. Learn the Fair Price you should pay and how much you can save by making cost-effective choices.



CHOOSE

Compare specific services and procedures on both cost and quality.



SAVE

Get your healthcare at the Fair Price.



Healthcare Bluebook: Frequently Asked Questions

Why Use Healthcare Bluebook?

Healthcare Bluebook gives you the tools to be a true healthcare consumer by finding the Fair Price for hundreds of the most common medical procedures. These include:

- ▶ Surgeries
- ▶ Non-surgical hospital services
- ▶ Physician's fees
- ▶ Lab work
- ▶ Imaging
- ▶ Medications

What Are ShopSmart™ Services?

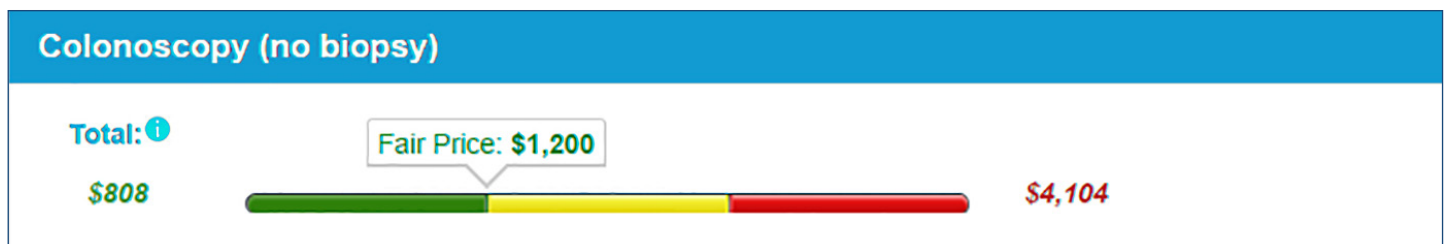
ShopSmart™ services are those in which you have the opportunity to save hundreds or thousands of dollars. ShopSmart™ search results show provider rankings by price (red-yellow-green). These services:

- ▶ Vary in price a lot
- ▶ Are expensive
- ▶ Can be shopped for a better price
- ▶ Are generally performed in an outpatient setting
- ▶ Procedures that are not ShopSmart™ show the Fair Price but are not color-coded

What Do the Colors Mean?

- Green = at or below the Fair Price
- ▲ Yellow = somewhat above the Fair Price
- ◆ Red = among the most expensive providers

An example of how much the price of a colonoscopy can vary and what the Fair Price is. This is a ShopSmart procedure.



How Do You Find a Provider at the Fair Price?

- ▶ Providers are listed with their Fair Price rating.
- ▶ Click on a facility to get more information and see physicians who practice there.
- ▶ Get maps and quality ratings.