

## Pricing Transparency The Consumer's Perspective

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### **The Integris Health Response**

November, 2009



## About Integris Health

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- 13 hospital system based in Oklahoma City
- \$1.3 Billion in net revenue FY09
- Operating margin of 4.15% FY09
- Net Days in AR – 39
- Bad Debt and Charity – 6.9% FY09
- Days Cash on hand - 280



## Patient Friendly Billing Project “Consumerism in Healthcare”

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**To help hospitals and doctors  
prepare for consumerism in health  
care, especially as it impacts the  
revenue cycle**

HFMA 2006 Annual National Institute



## Consumerism Defined

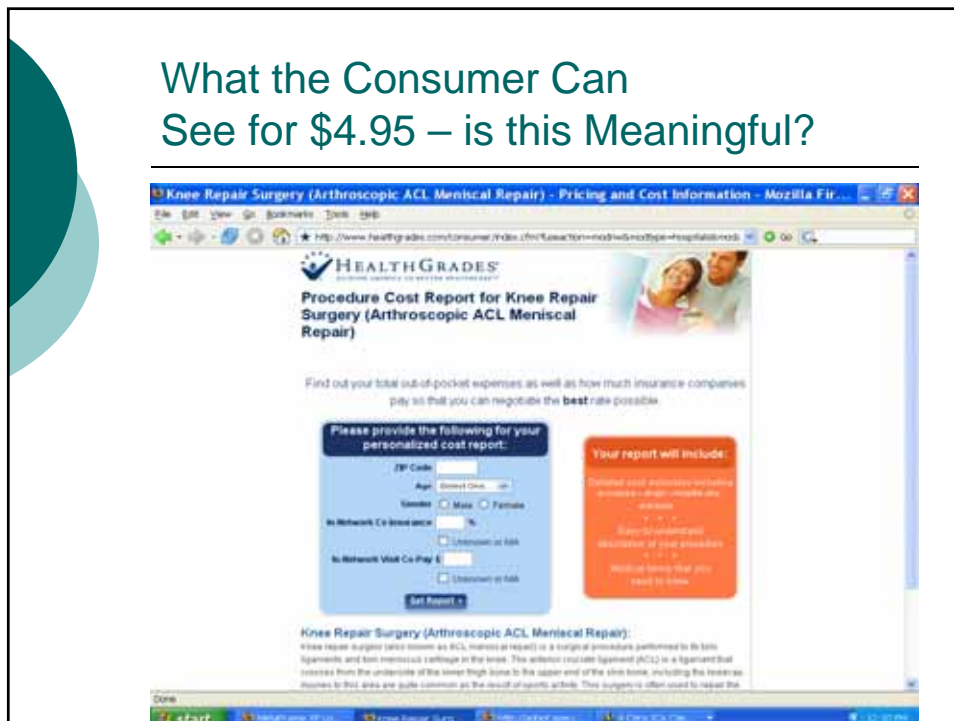
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- Consumerism is based on the idea that individuals should have greater control over decisions affecting their health care.

## What the Consumer Can See



## What the Consumer Can See for \$4.95 – is this Meaningful?





## The Integris Response

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- Patient-Centric focus on financial services.
- **Increased transparency on price and quality.**
- Defensible policies, procedures and pricing.
- Communication Strategies.



## Patient-Centric Financial Services

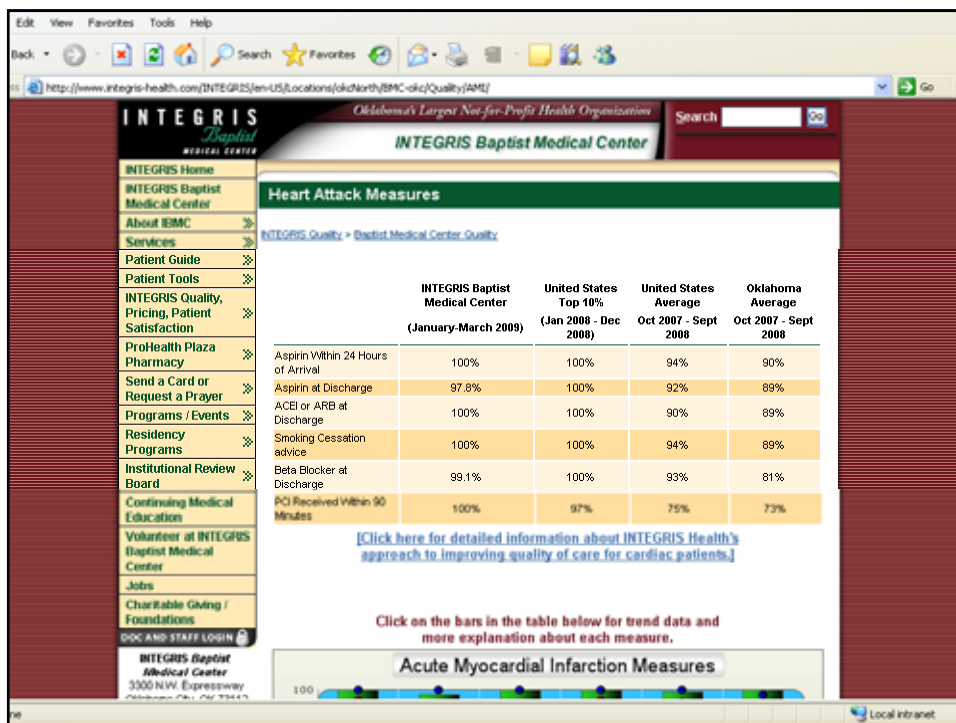
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- Improving Patient Access
  - Centralized Scheduling Center
  - Patient Access Center
  - Patient Self Registration via Kiosks
  - Web based clinical scheduling from the physicians office
- Patient Friendly Billing
  - New Patient Statements
  - Online Bill Pay and Pre-registration
  - Multiple payment options

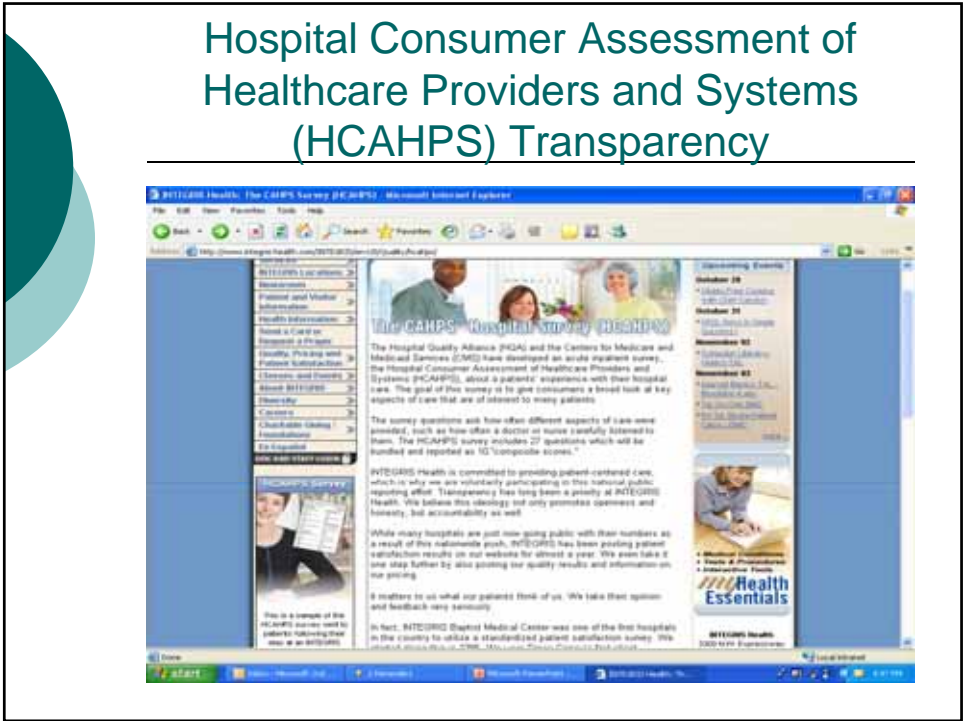


## Pricing Transparency Objectives

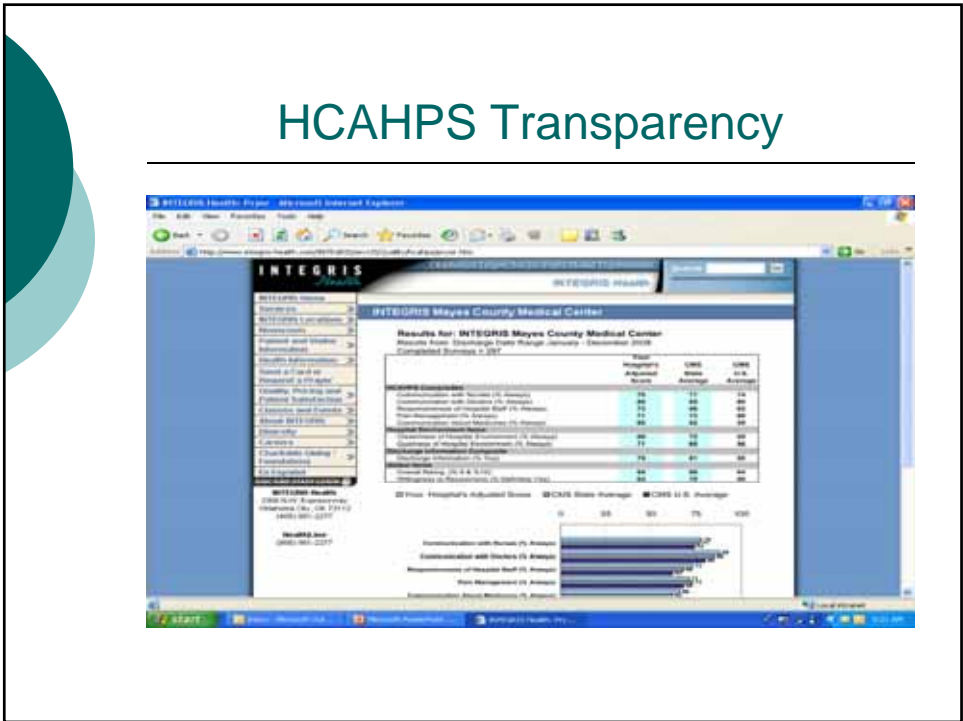
- Information provided must be meaningful
- Primary focus is on **patient's obligation** – tailored
- Ideally, provided pre-service
- Combined with quality, service and HCAHPS indicators



## Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) Transparency



## HCAHPS Transparency





## Pricing Transparency “The Secret Shoppers Strike”

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- System CEO commissioned “secret shoppers” to contact every facility and inquire about price of two procedures
- Also contacted major competitors in the market
- Was a disaster—multiple phone transfers to black boxes—typical quote “ Don’t know but it will cost thousands”
- No call backs as promised



## Pricing Transparency “No Prices on the Web”

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- Creates more issues than it solves
- Averages at Best
- Too many variables
- All folks really want to know is “in the end what will it cost them”



## Pricing Transparency “The Consumer Price Line”

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- Statewide toll-free service for all 13 hospitals
- Supervised by Contracting staff
- Database for top 100 OP procedures for all hospitals-constantly growing
- Patient demographic info collected including payer source
- Staff calculates allowable based on contracts if appropriate
- Staff verifies available benefits to date with payer



## Pricing Transparency “The Consumer Price Line” (cont’d)

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- Staff applies self pay discount if appropriate
- Verbal and written quote provided within 24 hours appropriate disclaimers
- Link to scheduling offered at time of call
- On-going trend analysis to determine how many calls became encounters
- On-going trend analysis to determine accuracy of initial quotes

## Communication Strategies

- Customer service training for all financial services employees.
- Patient Financial Rights and Responsibilities Brochure pre service
- Billing Policies, Price Line info and charity application available on the web.
- Staff and physician education
- Newspaper ads reinforcing our message.

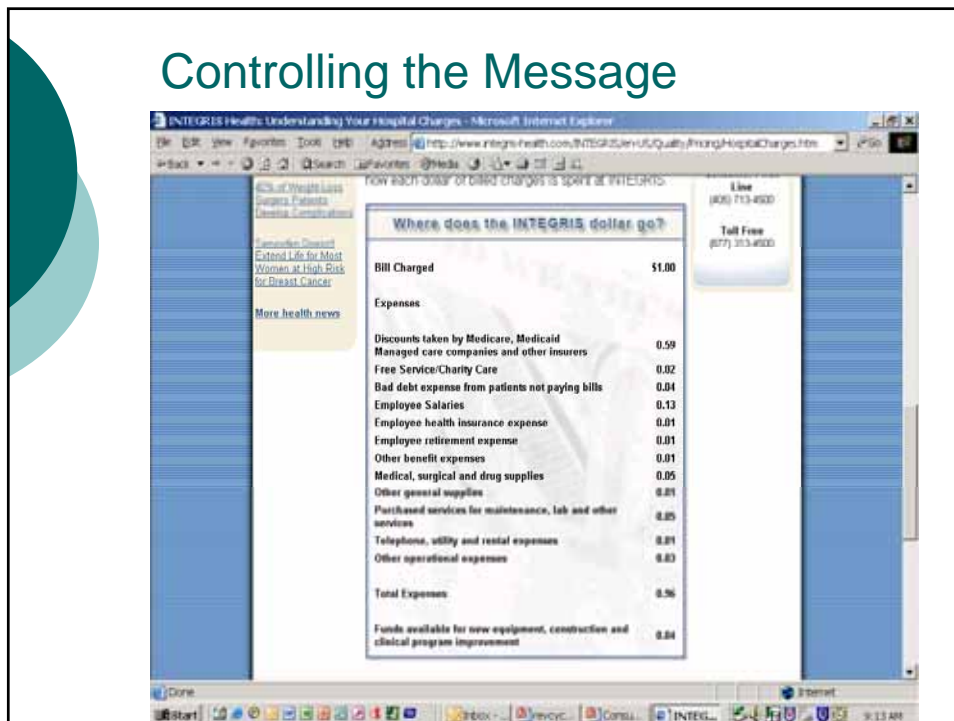
## Providing the Information that the Patient Really Wants

The screenshot displays the INTEGRIS Health website's 'Consumer Price Line' page. The page features a navigation menu on the left with categories such as Services, Locations, Health Resources, and Programs & Events. The main content area includes a large image of a smiling woman wearing a headset, likely a customer service representative. To the right of this image is a search bar and a section titled 'INTEGRIS Consumer Price Line' with a call to action: 'Call our Consumer Price Line to obtain charge information on a variety of procedures and services offered at any INTEGRIS Health facility in Oklahoma.' Below this is a phone number: '800 Area (800) 713-4500' and 'Toll Free: (877) 313-4500'. A central text box titled 'Accountable Transparent' explains the organization's commitment: 'At INTEGRIS Health, our goal is to be both accountable and transparent to our patients and the public. What do we mean by that? Being accountable means being "responsible" or "answerable." We intend to take responsibility for how we care for patients and what we charge for health care services. "Transparency" is the full, accurate and timely disclosure of information. That means telling you the whole story and getting that information to you in an understandable and timely manner.' To the right of this text is an 'Upcoming Events' section listing dates from July 24 to July 28 with brief descriptions of events. At the bottom of the page, a footer states: 'INTEGRIS Health is a leader in providing cost and quality information to our patients and community. We are...'


## Educating the Consumer



## Controlling the Message



## Educating the Physicians



**CONSUMER PRICE LINE**

When someone asks...  
We have the answer!

When your patient or family member asks about charges, give them our number!


The Consumer Price Line provides charge information on a variety of procedures and services offered at any INTEGRIS Health facility throughout the State of Oklahoma.

To help us provide the most accurate information, please give your patient's ICD-9 or CPT codes when possible.

If information on a particular procedure is not in our database, we guarantee to provide an answer within the next two business days, and then to follow up with a written quote.

The INTEGRIS Consumer Price Line  
Oklahoma City Area: (405) 713-4500 • Toll Free: (877) 313-4500

## Educating the Staff



When someone Asks - We have an Answer

**Consumer Price Line**

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## Becoming Very Public

PROVIDER • PATIENT • TECHNOLOGY • PRACTICE • COMMUNITY ENGAGE • BUSINESS

Breaking Down Hospital Charges

**OUR PROMISE TO YOU: TRANSPARENCY**

HOW EACH DOLLAR OF BILLED CHARGES IS SPENT

Other Charge	\$1.00
Discount taken by Medicare, Medicaid and managed care members and other payers	0.00
Fee assistance/charity care	0.00
Other discounts	0.00
Private duty nursing and specialty health plans	0.00
Private duty nursing	0.00
Private duty nursing (non-residential)	0.00
Other specialty services	0.00
Medical supplies and drug products	0.00
Other general supplies	0.00
Professional services for maintenance lab and	0.00
Other services	0.00
Administrative, utility and other overhead	0.00
Other operational expenses	0.00
<b>Total expense</b>	<b>\$0.76</b>

From example to each hospital, administration and clinical program responsibility

**FULL DISCLOSURE OF INFORMATION**

INTEGRIS has long been a community leader in economic conditions and health care costs. We are committed to providing value for our patients, understanding prices that are fair and reasonable in the markets we serve, consistent with our goals to provide quality services, and that protect the hospital's ability to meet its financial needs. We also are committed to transparency, open and accessible, in our cost quality and customer service reporting. Because INTEGRIS believes it's **your right to have access to the information needed to make informed healthcare decisions.**

**INTEGRIS Health**

www.integrishospital.com • 405-951-3219

## Becoming Very Public

PROVIDER • PATIENT • TECHNOLOGY • PRACTICE • COMMUNITY ENGAGE • BUSINESS

Wondering How Much It Might Cost?

**ANSWERS ARE JUST A CALL AWAY**

**INTRODUCING THE CONSUMER PRICE LINE**

As part of INTEGRIS' commitment to being Oklahoma's finest healthcare provider, we have offering you the opportunity to look at advance what your expected hospital charges might be, as well as an outline of your potential financial responsibility.

The INTEGRIS Consumer Price Line website also to allow you to understand a variety of procedures and services offered at any INTEGRIS facility statewide. If information on a particular procedure isn't in our database, we'll provide you contact information for more help and a follow-up within 24/7.

**GET ANSWERS AND ADVICE, 24/7**

Financial counselors are available to help patients who may need to make payment arrangements or obtain financial assistance to meet their obligations.

At INTEGRIS Consumer Price Line website, it's easy to get help when you need it.

**OKC METRO: 405-713-4100 | TOLL-FREE: 877-313-4100**

As a leader in providing cost and quality information, INTEGRIS is proud to offer this new resource to our patients and the community.

**INTEGRIS Health**

www.integrishospital.com • 405-713-4100 | 877-313-4100



## First 75 days

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- 914 contacts ( 635 self pay, 279 insured)
- 38% resulted in encounters
- Top requests by service
  - Mammograms
  - Ultrasound studies
  - MRI
  - CT
  - Sleep studies



## Defensible Policies and Pricing

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- Self Pay patient discount (45%) equal to that enjoyed by managed care patients.
- Expanded Charity Care guidelines to 300% of FPL.
- Require all contracted agencies to adhere to all Federal collections guidelines.
- Annual chargemaster review by outside independent group.



Questions ?

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