Welcome to The MHDC Webinar Series

WHAT IT LOOKS LIKE TO BE DONE WITH HEALTHCARE TRANSPARENCY

Matt Parker – SVP Product – HealthSparq
Keith LoMurray – VP Data & Analytics – HealthSparq
June 14, 2022
Audience Reminders

- Play along on social media using any of the following on Twitter:
  - MHDC: @mahealthdata
  - Speaker’s Organization: @HealthSparq and @Kyruus
  - Event hashtags: #mhdchealthsparq and #pricetransparency
- All attendees will be muted during the presentation
- Submit a question by typing it into the Question Pane at any time
- Respond to audience polling questions by selecting the response that best represents your opinion
- Provide feedback through our electronic survey following the webinar

Introductions

Matt Parker
Matt Parker is Senior Vice President of Product for both HealthSparq and Kyruus, where he leads efforts to develop and continually improve industry-leading products. Matt has more than 20 years of experience working in healthcare technology products, where he brings a professional passion for streamlining implementations so that customers are up and running with new products more quickly. Prior to joining HealthSparq and Kyruus, Matt was the VP of Products at Connecture, where he lead product management of its SaaS products, including Medicare, individual and family and group shopping, and enrollment products. Earlier in his career, he was the VP of Clinical Products at DestinationRX. Matt earned a Bachelor of Arts degree from The Catholic University of America and his JD from Loyola University Chicago School of Law.

Keith LoMurray
Keith LoMurray is Vice President of Platform and Data and HealthSparq, where he leads HealthSparq’s Price Transparency Compliance initiative. He has over ten years of experience supporting healthcare data products, including claims data and solutions that support federal mandates. His work is driven by the goal of improving healthcare consumers’ health and wellness and helping them make better healthcare choices. Keith received his Master of Information and Data Science from UC Berkeley.
Overview of HealthSparq + Kyruus

Hospital and Health Plan Transparency Mandates

Guidance for Consumers

Q&A

HELPING PEOPLE SEAMLESSLY ACROSS ACCESS CHANNELS

Access Points

Health Systems
- Care Search
- Availability Search
- Scheduling

Care Options

PCPs
Specialists
Virtual Care
Urgent Care
Retail Clinics
Testing & Imaging
Surgical Centers

Health Plans
- Care Search
- Price Transparency
- Personalized Guidance

Search Engines
Health System Websites & Apps
Patient Portals
Call Centers
Provider Recs
Convenient Care Sites
Health Plan Websites & Apps

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THE LEADER IN ACCESS, GUIDANCE, AND TRANSPARENCY

95+ health systems
800+ hospitals
300K+ providers under mgmt
1.5M+ appointments booked

10+ years of transparency
50 states
trusted by 100+ health plan brands
serving 90+ million people

PEOPLE-FOCUSED TRANSPARENCY + GUIDANCE FOR SMARTER HEALTHCARE CHOICES

HealthSparq One®
Deliver personalized guidance and transparency to help members find, compare and access quality, cost-effective care. Boost member engagement, satisfaction, and results, with an all-in-one experience.

Data Delivery
Support multiple member and stakeholder touch points, use cases and compliance needs.

Providers
Costs
Reviews
Incentives
Access

Event Tracking, Reporting, and Data Insights

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HOSPITAL AND HEALTH PLAN MANDATES

- Enforcement started in 2021
- Hospitals required to make list of 300 standard charges for items and services public annually
- Includes negotiated rates with third-party payers

HOSPITAL PRICE TRANSPARENCY MANDATE

- Enforcement started in 2021
- Hospitals required to make list of 300 standard charges for items and services public annually
- Includes negotiated rates with third-party payers
HEALTH PLAN MANDATE ENFORCEMENT

July 1, 2022

MRF enforcement began for Negotiated Rates and Allowed Amount files

Jan. 1, 2023

Phone, print and self-service price transparency for 500 items and services

Jan. 1, 2024

Phone, print and self-service price transparency for all covered items and services

Rule making & enforcement deferred on Rx file and Advanced EOB

ADVANCED EXPLANATION OF BENEFITS (AEOB)

• Health plans were required to send AEOBs to enrollees after receiving notice of scheduled services
• Compliance not possible by 1/1/22
• Enforcement deferred
## SELF-SERVICE CONSIDERATIONS

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<thead>
<tr>
<th>Challenges</th>
<th>Impacts</th>
<th>Approach</th>
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<tbody>
<tr>
<td>MRF data not enough</td>
<td>Need provider attributes and relationships</td>
<td>Ensure provider data is used to deliver an accurate picture</td>
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<tr>
<td>27x for OOP calculations</td>
<td>Complex benefit designs not parsed</td>
<td>Consider how to address</td>
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<tr>
<td>Modifiers / revenue codes</td>
<td>Take care with MRFs for self-service – modifiers only are not the complete cost</td>
<td>Include base price and modifiers in calculating cost</td>
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<td>Fees schedules vs. negotiated rates</td>
<td>CMS calls out that both prices should be presented</td>
<td>Support based on CMS guidance</td>
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<tr>
<td>Rates applied to all in-network providers</td>
<td>If using MRFs for self-service, searches could present irrelevant providers</td>
<td>Address specialty and sub-specialty, etc.</td>
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<tr>
<td>Percent of charge</td>
<td>Determine OOP for a member</td>
<td>CMS guidance needed</td>
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DISCUSSION

GUIDANCE FOR CONSUMERS
People say finding ways to save on healthcare should be as easy as saving on groceries

91%

(Source: HealthSparq 2021 Consumer Benchmark)

More than 100,000 ACL reconstructions are performed in the US each year.

But when you’re planning for your care, people need more.
Price Transparency Mandate
Look up MRI lower limb (using description or billing code) and get OOP cost

Guide Me (MRI)
- With or without contrast?
- What are the differences?
- How long does it take?

Guide Me (Knee repair)
- What is a meniscus condition?
- What are the treatments?
- How much will it cost?
- How long will it take?

Get a reward and save on care with this provider
Here are less expensive options in your area
Schedule your appointment right now

POLL QUESTION
DISCUSSION

Q&A
To submit a question, type it into the Question Pane at the right of your screen at any time.
Thank you for participating in today’s webinar

Please take a moment to complete the brief survey.
Your feedback is very important to us.

Massachusetts Health Data Consortium