

Problem: Explanation of Benefits

What does it mean?

- Understanding billing explanations
- Finding errors and inconsistencies

What can I do about it?

- Unnecessary procedures or invalid diagnoses
- Incorrect codes
- Unresponsive insurance providers

Medical Service Detail	Your	Member Benefit			Amount Your Provider May Bill You					Reason
Claim #: 90-020712-053-45	Provider Billed	Allowed Amount	Member Savings	Your Plan Paid	Copayment	Deductible	Coinsurance	Other Liability	TOTAL	Code (See below)
Provider: THIRU S ARASU MDPA	\$250.00	\$250.00	\$25.19	\$202.33	\$0.00	\$0.00	\$22.48	\$0.00	\$22.48	HRA
Date(s): 01/30/2012- 01/30/2012	Service: OFFICE VISIT (99215)									
Total for Claim # 90-020712-053-45	\$250.00	\$250.00	\$25.19	\$202.33	\$0.00	\$0.00	\$22.48	\$0.00	\$22.48	

Audience





Targeted Users

- Chronic diseases (133M)¹
- Rare Disease Patients (30M)²
- Little understanding of medical billing

Frequency of Problem

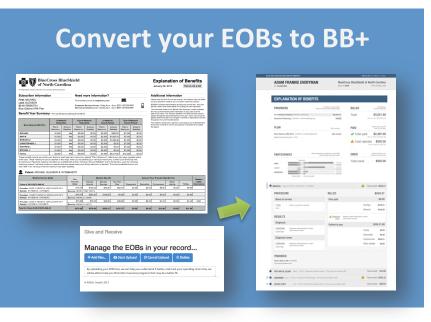
- 1.2B visits to the doctor annually with each resulting in an EOB
- Average of 15.5% of claims are denied

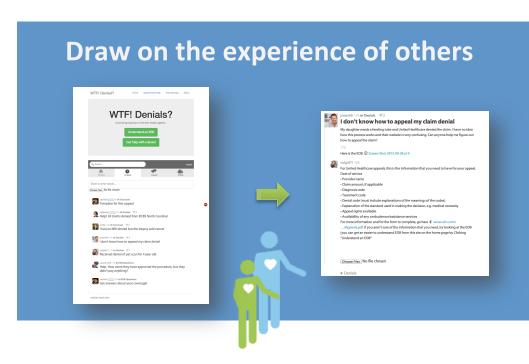
¹ National Vital Statistics Report – CDC

² Global Genes Project

Solution: WTF! Denied? (.com)

Outsmarting EOBs Together

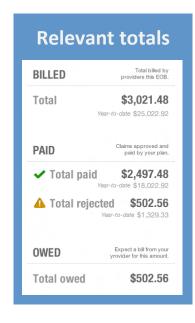


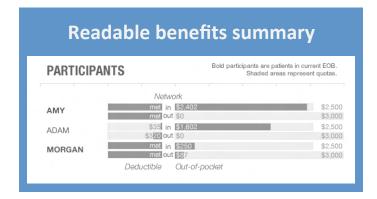


http://bit.ly/wtfeob http://bit.ly/wtfdenied

EOB: Redesigned

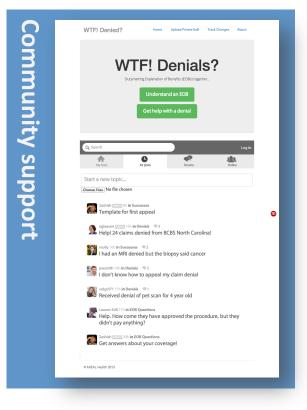








Frustration: Crowdsourced









Team

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