

Consumer Transparency

Enabling Health Plans to meet Employer Transparency Needs

Speakers today



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SHOCK WAVE TREATMENT FOR KIDNEY STONES IN SEATTLE, WA

Hospital A
Total: \$11,000-\$17,000
OOP: \$2,750

86% recommend this facility to others
★★★★☆ The care you received at this facility
★★★★☆ Your overall experience at this facility

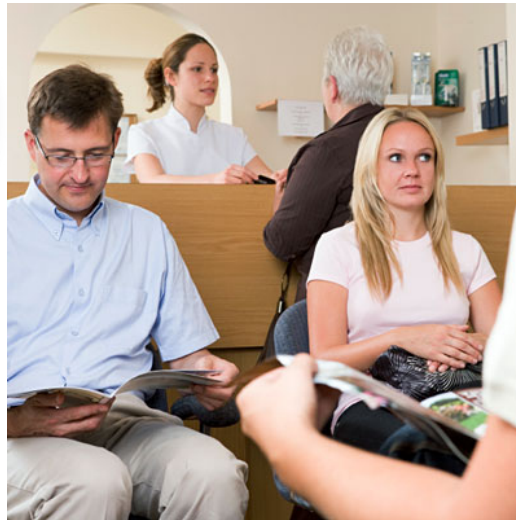
Surgery Center B
Total: \$5,000-\$7,000
OOP: \$1,200

100% recommend this facility to others
★★★★★ The care you received at this facility
★★★★★ Your overall experience at this facility

Hospital C
Total: \$17,000-\$24,000
OOP: \$3,400

64% recommend this facility to others
★★★★☆ The care you received at this facility
★★★★☆ Your overall experience at this facility

Are we ready for Health-azon.com?



Reasons we don't shop for healthcare

Perceived lack of information

Assume you get what you pay for

Fear of the unknown

Brand names in the market

Misalignment of incentives

Loyalty to doctor

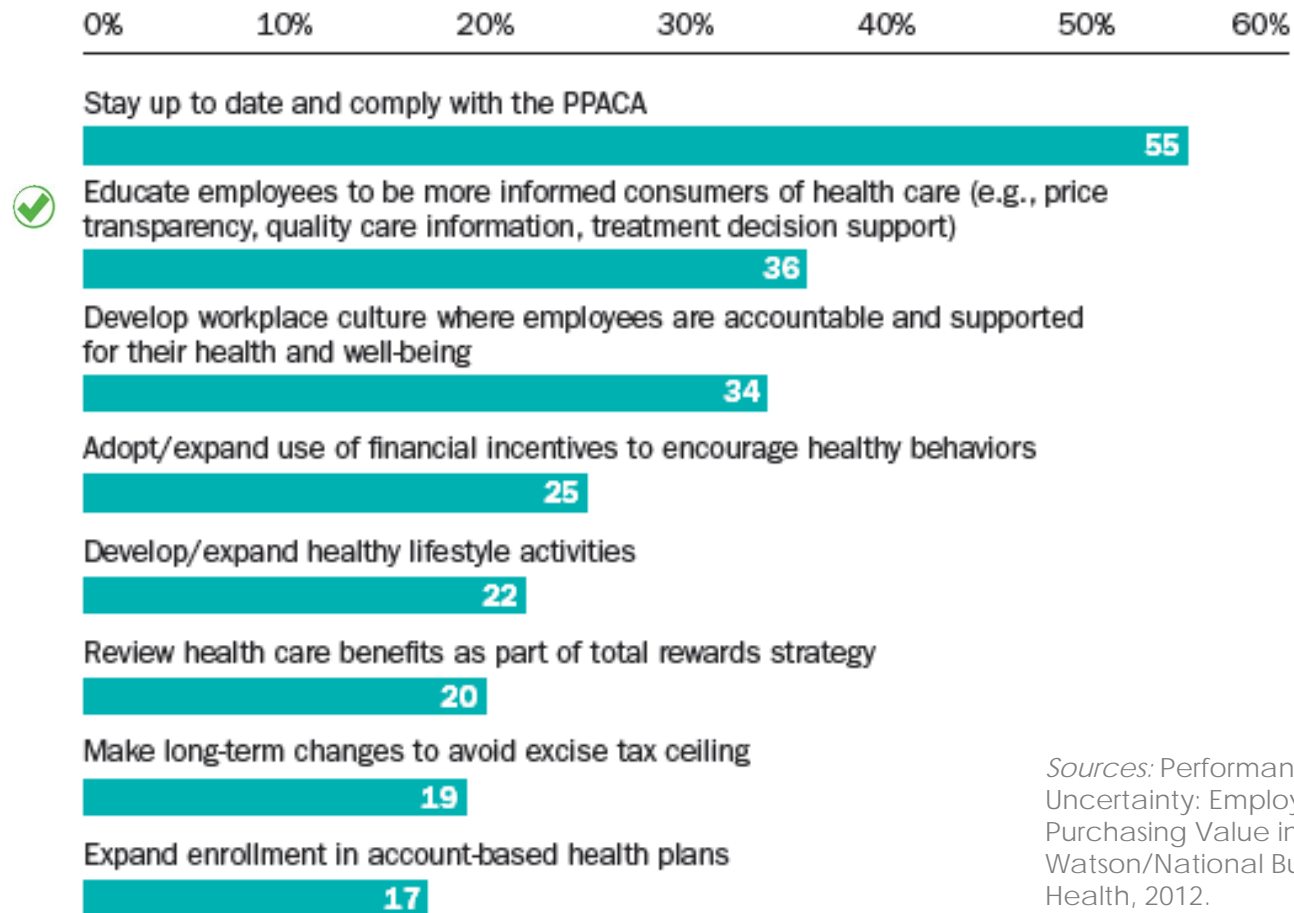
Passive or don't care enough

Not fun



Your customers are calling you to action

Figure 10. Top focus areas of employer's health care strategy in 2013



Sources: Performance in an Era of Uncertainty: Employer Survey on Purchasing Value in Health Care, Towers Watson/National Business Group on Health, 2012.

Early opportunities exist in shopping



Almost 64% of respondents' healthcare decisions were influenced by the pricing information they obtained.

Sources: Price Transparency, Thomson Reuters – NPR Health Poll, April 2012.



VS.



VS.



Vendors are challenging your capability

Boring designs

Don't understand
consumerism

Don't know
how to engage



Technologically
behind

Secretive with
provider contracts

Inflexible and slow

Healthplans are uniquely well positioned

It's already part
of your value
proposition



You have much
more concentrated
data

You have diverse
strategies to
contain costs

You have
existing member
touch points

What makes a good partner

It's already part of your value proposition

**No dis-intermediation;
We work with you to
identify your strategic
accounts**

*You have diverse strategies to
contain costs*

**We come from health
plan roots and understand
your business objectives**



*You have much more
concentrated data*

**We leverage your
collective existing
data strategically**

*You have existing
member touch points*

**Integration with
interactions you
are already having**

What is foundational?

Capabilities that apply to all members

The core suite for all your members

The screenshot displays a list of providers in the HealthSparq app. Four callouts highlight key features:

- Quality Rating:** A callout pointing to a provider's profile showing a 5-star rating and an "A+" quality score.
- cost:** A callout pointing to a provider's cost details, showing "You Pay: \$307", "Average Fee: -\$789", and "You Save: 80%".
- convenience:** A callout pointing to a map view of a provider's location.
- social:** A callout pointing to a provider's reviews, showing a 5-star rating and a quote: "Best 'bedside manner' around. Thorough, compassionate, patient-focused and communicative."

Account specific add-ons

Increasing engagement for your strategic accounts by adding custom services

Employer custom add-ons

Available in 2014 for custom shopping sites for employers

Dashboards



Alerts w/ incentives

Add a campaign		
Current Alerts	Top Campaigns	
Flu Shot Reminder To all employees in October	\$10 amazon gift certificate when you sign up for a free flu shot	\$20 / employee Add Campaign
Estimated Savings \$50 / employee		
Above Average Claim When a claim is processed with an above average price, but below average rating	N/A	
Generic Medication Available When a claim is processed for a brand medication when a cheaper generic is available	1 month of FREE meds when you book a lower cost provider through HealthSparq	\$100 / employee Add Campaign
Estimated Savings \$2000 / employee		
Leave a Review Reminder When a claim is received	Drawing for \$50 amazon gift certificate for those that leave 3 reviews in a quarter	Add Campaign
Out of Network Physician When a claim is processed for an out of network physician	N/A	

Concierge Call Center



TeleHealth



Online Appointment Scheduling

3838 NE Flanders Street, Portland, OR 94114

Best Price
\$20
 after insurance

Hours
 Sun: Closed
 Mon-Fri: 8:00AM to 6:00PM
 Sat: 10:00AM to 3:00PM

Average Wait Time: 10 min
Office Staff Rating: Excellent
Parking: Street

next available appointment in 1 day
[Request an Appointment](#)
 or call (503) 234-4323

Question Break

1 of 2



Real market examples

Each employer's needs are unique

How we have helped our customers

Health Plan A:

- **Problem:** Had customers saying a vendor had more robust cost estimator tools for a PEPM cost.
- **Solution:** Showed the Employer HealthSparq's cost estimators and was able to convince Employer that their cost estimator at no extra cost met their needs.



How we have helped our customers

Health Plan B:

- **Problem:** Had Employer wanting a more proactive strategy to engage their employees on cost due to a pitch by a vendor.
- **Solution:** HealthSparq met with Sales Team and provided talking points and materials. Employer agreed to have the Health Plan provide dashboard and alerts solution (at a lower PEPM cost).



How we have helped our customers

Health Plan C:

- **Problem:** Had an Employer that appreciated the transparency tools, but had a population that was in a remote area without adequate access to providers
- **Solution:** HealthSparq will be implementing TeleHealth solution for Employer.



About HealthSparq

Who we are

Cambia's history in transparency



Got to see Regence's provider search last week. Best Provider Search Ever! I'm very impressed! This raises the bar – a lot.

— Liz Boehm, former principal analyst at Forrester Research, Inc. \ December 2011



Regence's transparency solutions look very different from competitors.

— April 2012



Winner for Treatment Cost Estimator

— April 2012



FIRST PLACE –

People's Choice Awards at Information Management Symposium

— September 2011



Richard L. Guffey Leadership Award Winner

— September 2012

Cambia spins off HealthSparq



is a division under Cambia's Direct Health Solutions focusing on innovative consumer-driven solutions that promote a more transparent health system.

Now serving 16 health plans in 20 states covering 30 million members and growing.

AVAILABLE TODAY

Foundational modules

on health plan member portal

*Patient
Reviews*

*Cost
Estimators*

Write a review for
Hornsby, Michele B, LCSW

Part 1: Rate this provider

Would you recommend this provider to others?

Yes
No

Overall rating of provider's care
★★★★★

Overall rating of the practice
★★★★★

Details

Cost Estimate for Arthroscopic Knee Repair

Estimate for Johnathon Smith, 123 Anywhere St., Any Town, USA 54321

Selected Facility	Alternate Facility	Alternate Facility
ABC Medical Center	CBA Hospital	Medical Center BCCD
Estimated cost	Estimated cost	Estimated cost
Total: \$15,561 - \$17,470	Total: \$13,567 - \$16,985	Total: \$17,470 - \$22,308
Yours: \$3,632 - \$3,462	Yours: \$2,713 - \$3,397	Yours: \$3,462 - \$4,461
1.5 miles from member	2.3 miles from member	3.6 miles from member
Patient Volume: 23	Patient Volume: 4	Patient Volume: 6

*My
Community*

*Provider
Search*

BETA SOLUTIONS

Employer buy-ups

on employer custom shopping site

HealthSparq

Shop by Provider or Service

Portland, WA

Phone Cost

Urgent Care Clinic: \$10 - \$30

Office Visit: \$40 - \$172

Emergency Room: \$30 - \$350

Save by choosing where you go

Your Price

For a Sick Child Visit (new patient) with a Pediatrician

10 - \$864

Smith, Sue Ann
Orthopedics, Pediatrics
1.1 miles - 6.8 miles
You Pay: \$307
Average Fee: \$288
You Save: 8%

Smith, Samuel
Orthopedics, Pediatrics
1.3 miles
You Pay: \$217
Average Fee: \$200
You Save: 1%

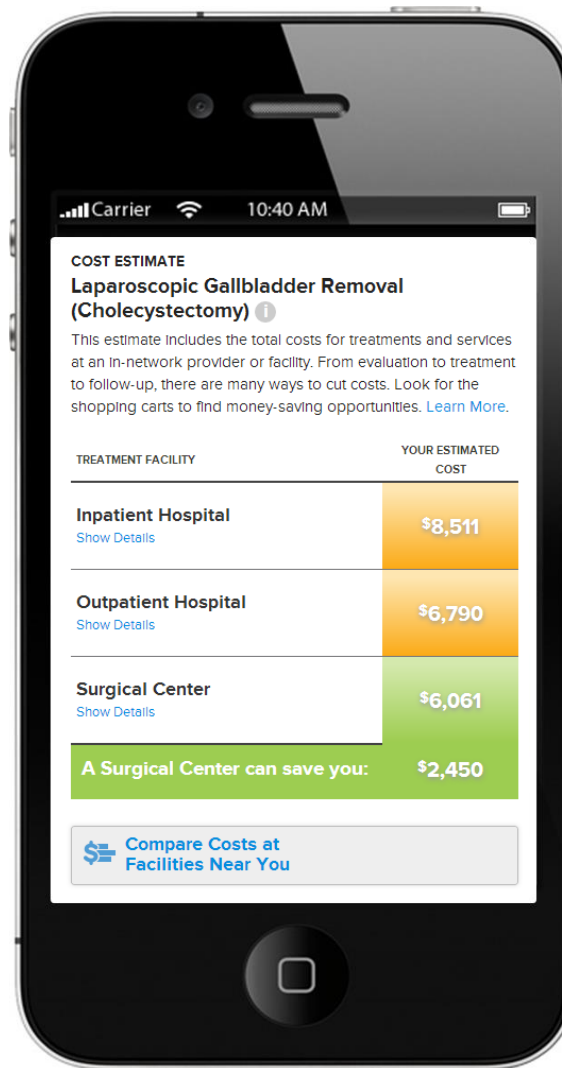
Smith Rock Center
Orthopedics, ER Alternatives
1.8 miles (1) Location
You Pay: \$1,278
Average Fee: \$189
You Save: 32%

Smith, Samuel
Orthopedics, Pediatrics
1.3 miles
You Pay: \$307
Average Fee: \$288
You Save: 8%

Is it making a difference?

HealthSparq's core suite impact on
behavior change

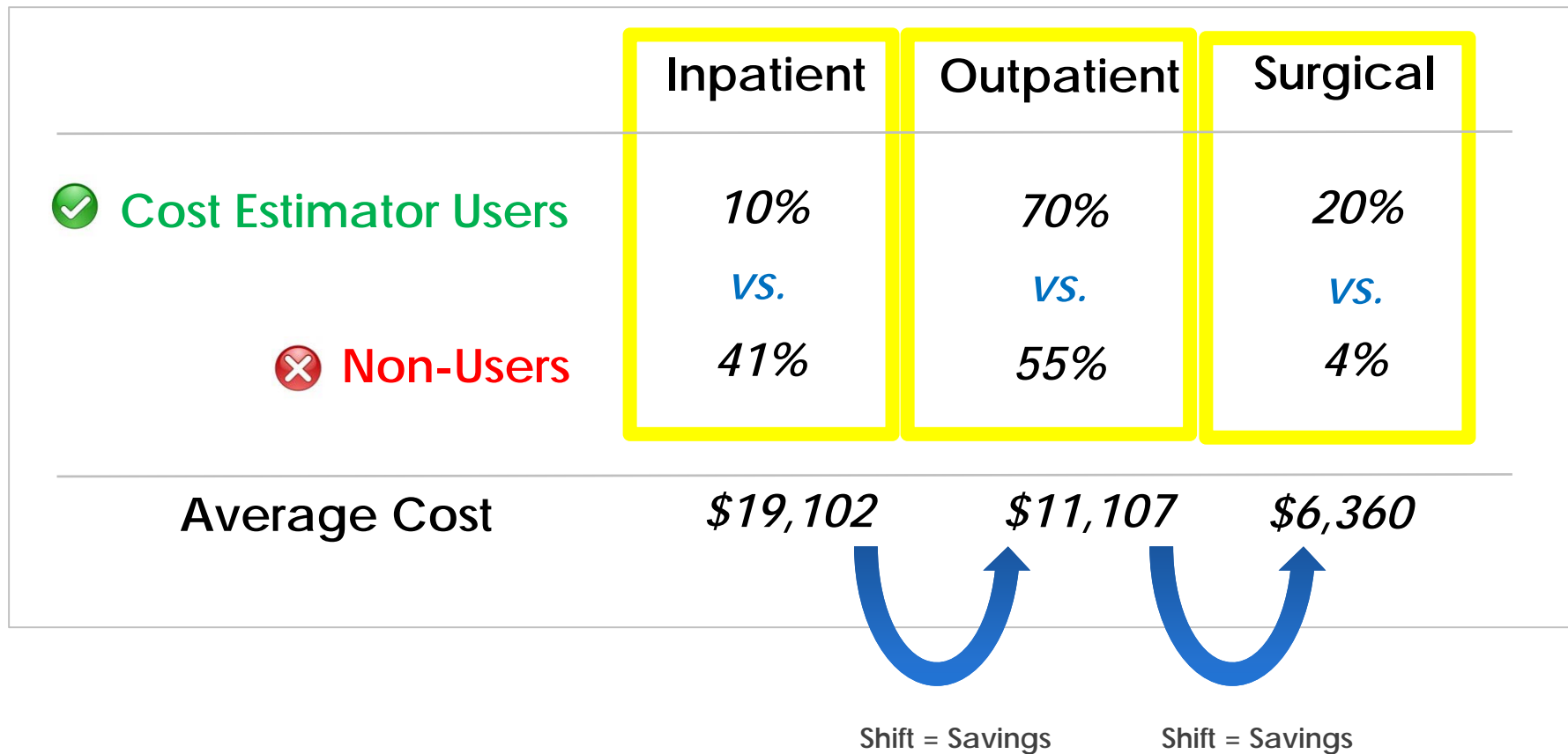
Cost Estimator Tools case study



Case Study of the impact of our tools

Digestive Conditions- Gallstones

--- 2 year period of a regional health plan's claims history



Question Break

2 of 2



Contact us for a demo

503-220-6200

sales@healthsparq.com

or visit www.healthsparq.com

Thank you

