### **BACKGROUND:**

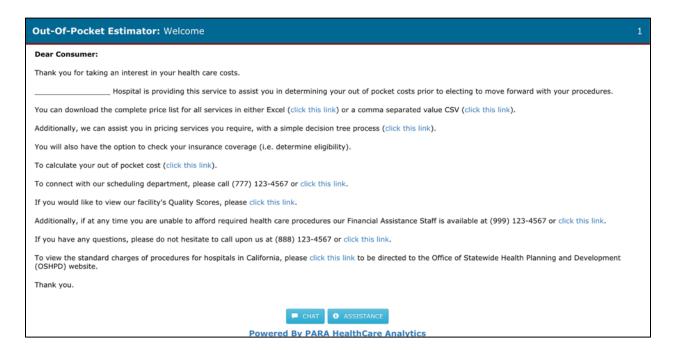
Price transparency continues to be an important topic in the healthcare industry. HealthCare professionals are working to understand how price transparency can improve Patient satisfaction and reduce hospital bad debt. The benefits of providing cost estimates prior to schedule services include:

- Providing price transparency
- Provide estimates prior to service, avoiding unexpected financial liability
- Reduce Patient dissatisfaction directed at the provider
- Increase self-pay collections while decreasing bad debt

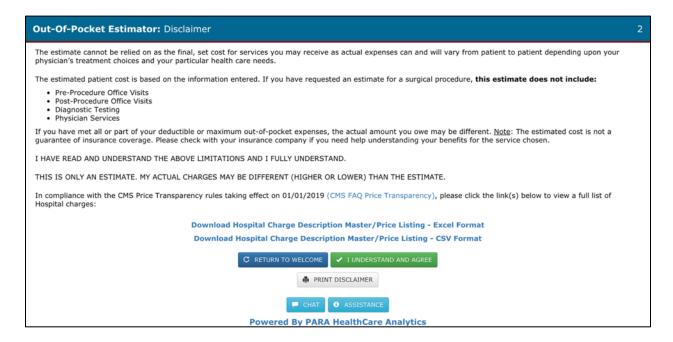
Today's Patients are becoming informed consumers through a variety of channels including media exposés on healthcare costs and the continued progress of the Affordable Care Act. Patients require a clear picture of their financial obligation for services. Informing Patients of the cost of services is in the best interest of the facility.

Although generating a quote for services involves a variety of contractual discounts and health insurance plan information, some information can be readily available to the Patient with minimal employee intervention.

The **PARA Price Transparency Tool** allows the Patient to determine their cost from a provider-based web portal.



The web-based tool includes detailed language, further information, and comprehensive support to better inform the user with regards to estimates they wish to obtain.



The **PARA Price Transparency Tool** is completely customizable with the ability to identically mirror the look of the facility website, personalize informative language, and identify the services to be estimated.

#### THE PARA SOLUTION:

The **PARA Price Transparency Tool** provides facilities with a system for generating Patient quotes of the top procedures for the facility.

Details of this project including purpose, method, timeline, and deliverables are as follows. If you would like more information, please contact your Account Executive.

### **PURPOSE**:

The purpose of the **PARA Price Transparency Tool** is to create a web-based system that allows the Patient to determine their share of cost for healthcare services.

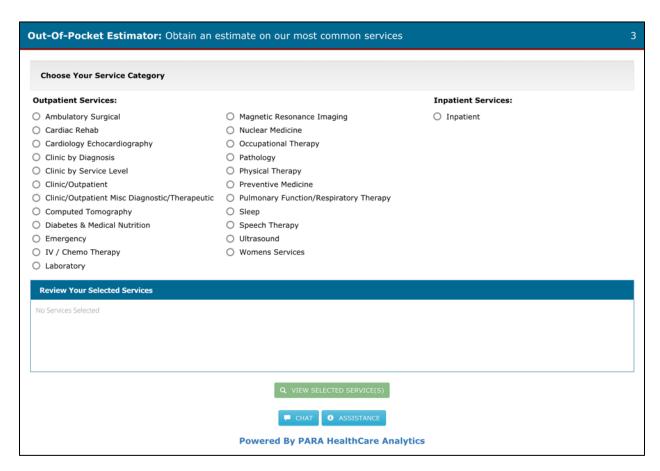
#### **METHOD:**

**PARA** will review your current website design structure to create a Patient cost estimator tool mirroring the look and structure of your current website. The **PARA Price Transparency Tool** provides the Patient an easy to use decision tree to select the required services.

PARA will provide your facility a suggested list of services based on trends of the most recent Medicare Data available including:

- All Inpatient Medicare DRG Data
- Top 25 ICD-10 Diagnoses for ED Level Charges
- New and Established Patient Level Samples
- Mammography Charges
- Top 50 EKG/Stress Test Charges
- Top 25 Laboratory Procedures
- **Top 25 Radiology Procedures**
- Other Service Lines (as requested by client)

PARA will construct custom procedure categories and subcategories based on the facility-approved list of services and will develop and provide the implementation instructions for facility and designated Employers for immediate deployment. Initial and ongoing training and support for the duration of the agreement for Employers and facility are provided.



### **DELIVERABLES:**

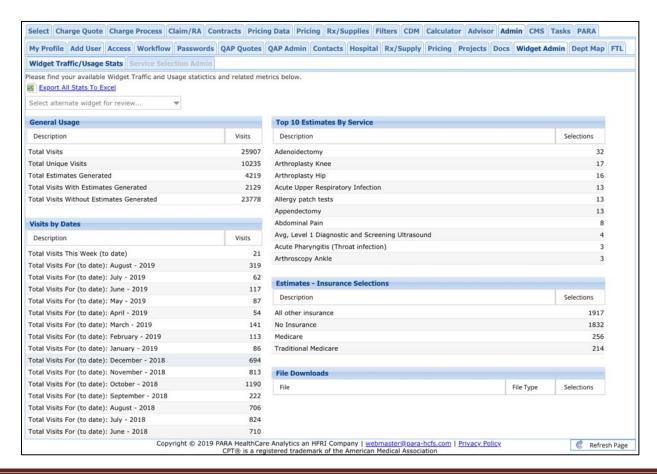
**PARA** will provide your facility a web-based control panel to allow updates and changes to the estimator on an ongoing basis (i.e. update prices, change benefit plans, add services, etc.)

**PARA** will provide an optional insurance and benefit plan allowing any Patient to enter their own benefit information to calculate their cost.

**PARA** will provide Medicare and Medicaid terms (where applicable) allowing Patients to calculate their cost, and will incorporate the Hospital's self-pay discount to allow self-pay Patients to calculate their cost.

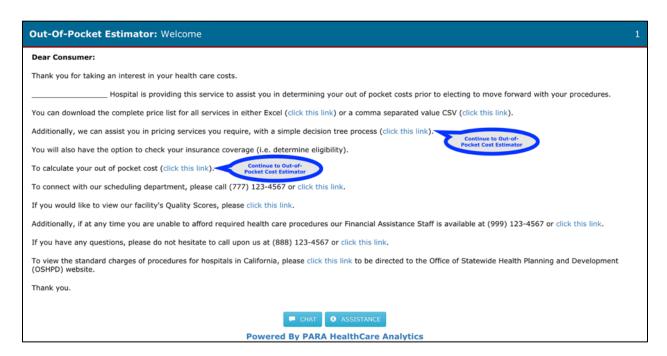
**PARA** will provide an option for the price estimate to be printed and will provide links and referrals to financial counseling, charity care policies, quality ratings, Patient satisfaction scores, and other information deemed pertinent by the Hospital.

**PARA** will provide an internal web-based tool to the Provider to review all estimates created by Patients. The **PARA Price Transparency Tool** statistics are tracked in the **PARA Data Editor (PDE)** according to general use, visits by date, top estimates by service, estimates by insurance, and file downloads.

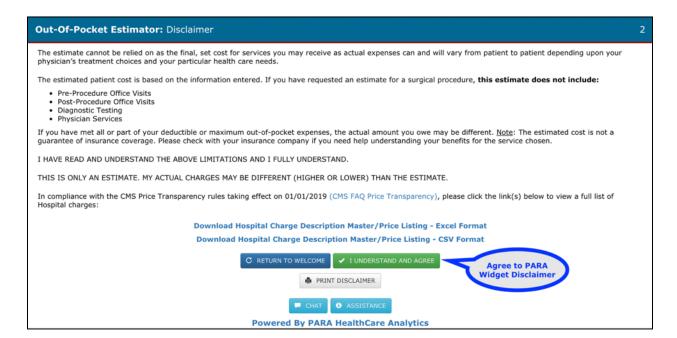


### **WALKTHROUGH:**

The user is welcomed with the options to download the complete price list, to connect with the facility, or to calculate their out-of-pocket cost by selecting the associated links.

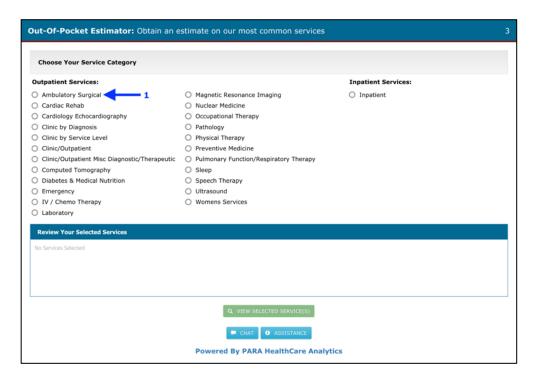


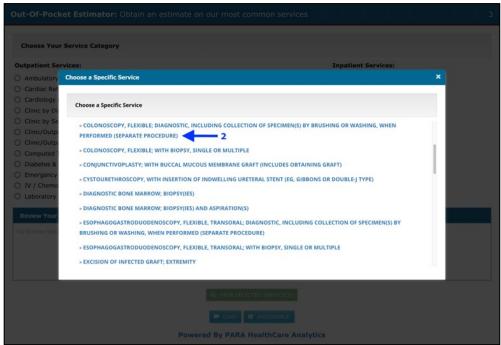
Upon navigating to the decision tree process, the user can download the complete price list for all services, print the disclaimer for their records, and navigate back to the Welcome page.

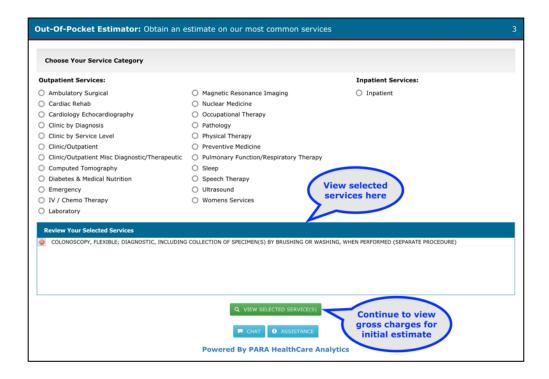


Once the user has agreed to the preliminary **PARA Price Transparency Tool** Disclaimer, the user continues to choose an initial selection of services by navigating the customized decision tree.

Selecting an individual service is accomplished by (1) identifying the associated "Service Category" and then (2) clicking on the service to be added.

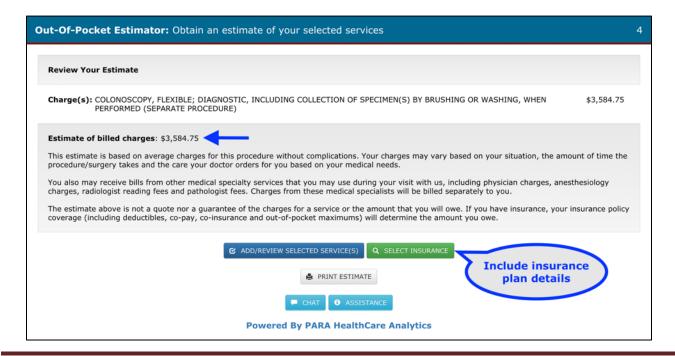






Selected services are added to the "Review Your Selected Services" window where they can be removed from the estimate at this time and whenever the user returns to edit the selections.

Upon reviewing this preliminary estimate of billed charges, additional language is included to inform how the estimate was obtained with further support information and the ability to print this estimate.



At this point, the consumer has the option to continue and further refine the estimate by including their specific insurance plan details to obtain a final estimate.

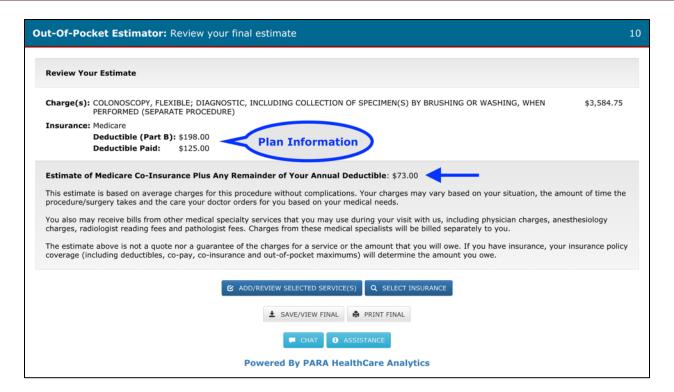


### Medicare - 1

The user is asked to input their Medicare yearly deductible information.

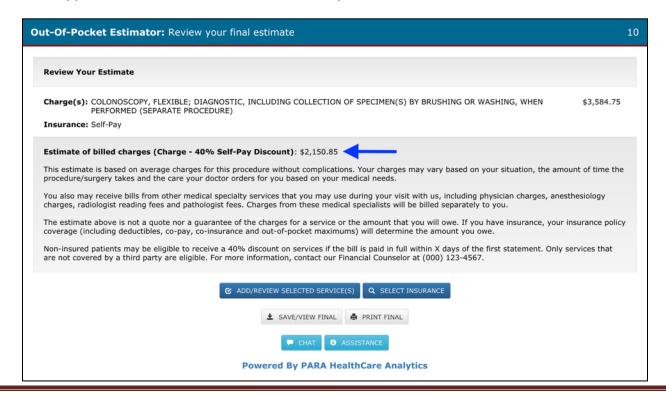


The **PARA Price Transparency Tool** presents the final estimate as a total of Medicare terms of the selected services with the remaining annual deductible.



### Self-Pay - 2

The **PARA Price Transparency Tool** presents the final estimate as a total of the Hospital's self-pay discount applied to the selected services' individual prices.



### All Other Insurance - 3

The ability to calculate Patient estimates on the facility website will be provided upon the consumer's ability to input their specific plan details.

**PARA** has integrated contracts to the **PARA Price Transparency Tool**, making it a more accurate tool for providing price estimates. However, with this functionality, competitors and other malicious users may attempt to take advantage of the tool to shop prices.

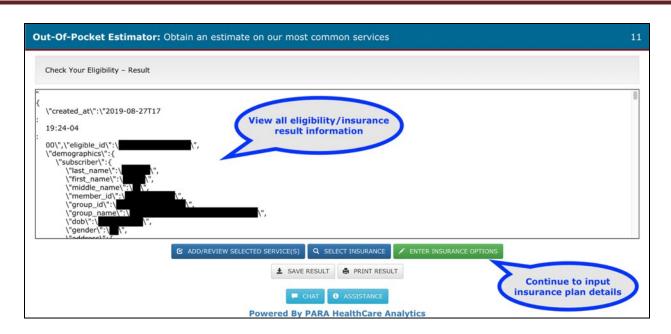
**PARA** has further developed the ability to protect your facility from such attacks by folding in user eligibility checking and saving to ensure proper usage.

If the user has selected "All Other Insurance," the Patient must complete an Eligibility Form.

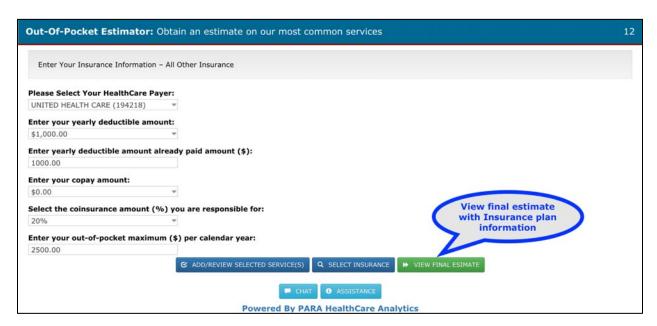


**PARA** communicates via an Electronic Data Interchange linkage to the Patient's insurance plan to confirm coverable, copays, and deductibles.

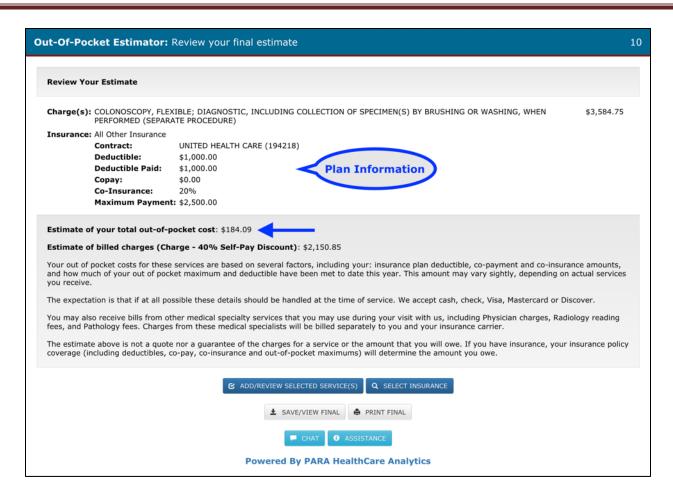
A successful verification response reported along with the user's complete plan information ensures a further level of protection to avoid data mining from outside parties and full transparency.



Only when **PARA** hears back that the check has been successful will the user be able to proceed to enter their insurance plan information.



**PARA Price Transparency Tool** presents the final estimate as a total of the selected services' allowed amounts based on contract further netted down using plan details.



**PARA** has developed the abilities to save and print estimates and Eligibility entries and results for the user to review on a later date. Saving is accomplished by asking the Patient for their email address and sending a secure link via email to reopen the results. Printing produces a replica of the current page in PDF format.

#### SAMPLES OF PRICE TRANSPARENCY WITH PARA PRICE TRANSPARENCY TOOL DECISION TREE:

Price Transparency Link and Cost Estimations for Medicare and No Insurance:

Example 1

Price Transparency Link and Patient Estimates using PARA's standard Decision Tree for Insurance, Medicare and Self-Pay:

Example 2

Example 3

Price Transparency Link built into PARA's custom landing page for Hospital Defined Services and providing Patient Estimates with PARA's standard Decision Tree for Insurance, Medicare and Self-Pay: <a href="Example 4">Example 4</a>

Price Transparency Link built into PARA's custom landing page for direct Cost Estimations regardless of payor:

Example 5

Price Transparency Link broken out by location with direct Cost Estimations also dependent on location:

Example 6

### **INVESTMENT:**

Contact your Account Executive to discuss initial set-up cost and quarterly maintenance fees and/or additional custom programing services depending on PROVIDER's deployment needs.