

Navigating Reference Based Pricing

CE Certification

Title Description (for CE submission)

Navigating Reference Based Pricing

Summary Description (for CE submission)

Vendors using Reference Based Pricing sell the sizzle of huge savings, Carriers taugth the strength of their network, Brokers and Advisors get clamor to find the competitive advantage, and employees get stuck having to execute on innovative plan designs in the moment of crisis. Let's discuss each aspect of the journey and where within the spectrum we can help make meaningful improvements to those we serve.

Key Takeaways:

- Position yourself to lead an informed, intelligent conversation on the movement that uses a Reference Based Pricing payment structure to providers instead of a Network-Based (PPO or HMO) style of contracted providers
- Understand how to listen to a vendor's sales pitch and ask good questions.
- Learn lessons from plans like the State of Montana or the State of North Carolina
- Understand the Member Experience
- Understand the difference between a Surprise Bill on a Network plan and a Balance Bill on a Reference Based Pricing plan
- Compare the pricing data from sources like CMS and research from John Hopkins University

Summary Description (for Brokers)

You just heard someone talk about egregious charges by healthcare providers and how they can get rid of a PPO's "discount off of Chargemaster rates" to save your plan 40%, hands down. What are they saying? What kind of snake-oil is this? Wait, actually, can this be true? Does this have anything to do with that NPR story about the one tough grandma who can negotiate claims better than insurance companies?

Learn from Bret Brummitt who has clients in both Reference Based Pricing plans and traditional network plans, here in our own backyard. Get insight from his participations with the in various industry peer-groups and what not only he has learned, but what his counterparts from Health Rosetta, Q4Intelligence and the University of Lynchburg's master's in Health Benefits Design program talk about when they share both success and horror stories from their experiences

Position yourself to lead an informed, intelligent conversation with clients.

Navigating Reference Based Pricing

CE Certification

Outline

- I. Introductions & Background (5 minutes)
 - a. A Reference from What? Using Medicare Pricing
 - b. The argument against PPO's using a discounting method
- II. The stories the vendors tell us (10 minutes)
 - a. The TPA selling competitive advantage
 - b. Middle-men selling contracting and repricing expertise
 - c. Stop-Loss concessions
- III. The stories the insurance companies tell us (10 minutes)
 - a. Network Access and Negotiations
 - b. Stand with your Network
- IV. The story the John Hopkins Study & CMS Data tells (10 minutes)
 - a. State by State average multiple of Medicare
 - b. Free resources to look at data/transparency
 - c. Some local examples (de-identified info)
- V. Key Components for successful member experience (10 minutes)
 - a. TPA or Advocacy Engagement
 - b. Education and Point-of-Service tools
 - c. Safe-Harbor providers
- VI. Summary & Close (5 minutes)
- VII. Questions & Answers (10 minutes)