



Ingenium
Digital Health
Advisors

DIGITAL HEALTH SYMPOSIUM

March 1-5, 2021

Attend Live for FREE

IngeniumDigitalHealth.com/symposium

5 days
15+ Experts
20+ Sessions

Expert Talks
Panel Discussions
Fireside Chats

Beyond Covid: From Virtual Care to Connected Health



Our Sponsors



**Beyond Covid:
From Virtual Care
to Connected Health**

Tell me what it costs
Patient retention, the price of care,
and what telehealth can do to help

Stacey Robertson, MFA

Thu, March 4 @ 11:30 AM EST

Ingenium
Digital Health
Advisors



Beyond Covid:
From Virtual Care
to Connected Health



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

TELL ME WHAT IT COSTS

Office@staceyrobertsongroup.com 718-215-9593



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Agenda

1. Intro to Stacey Robertson Group and my perspective
2. Why does price transparency matter?
3. Where can cash prices be found?
4. Surgical bundles and cost containment firms
5. The role of patient advocates in price transparency movement

Office@staceyrobertsongroup.com

718-215-9593



Bot Builder

Bot Settings

Beginning

1 Thank you for chatting with us. Please note, our participating insurance plans are listed [here](#).

2 To help us serve you, please select:

- A I am new patient
- B I am an existing patient
- C I am not a patient

Viewing Path For
Option A

I am new patient

3 Welcome. How can we help you today?



Why Price Transparency?

“Advertisements and referrals for tests, procedures, and treatments of unknown or unclear value to secure profits connect clinical practice to the dark ages of the snake oil salesman.”

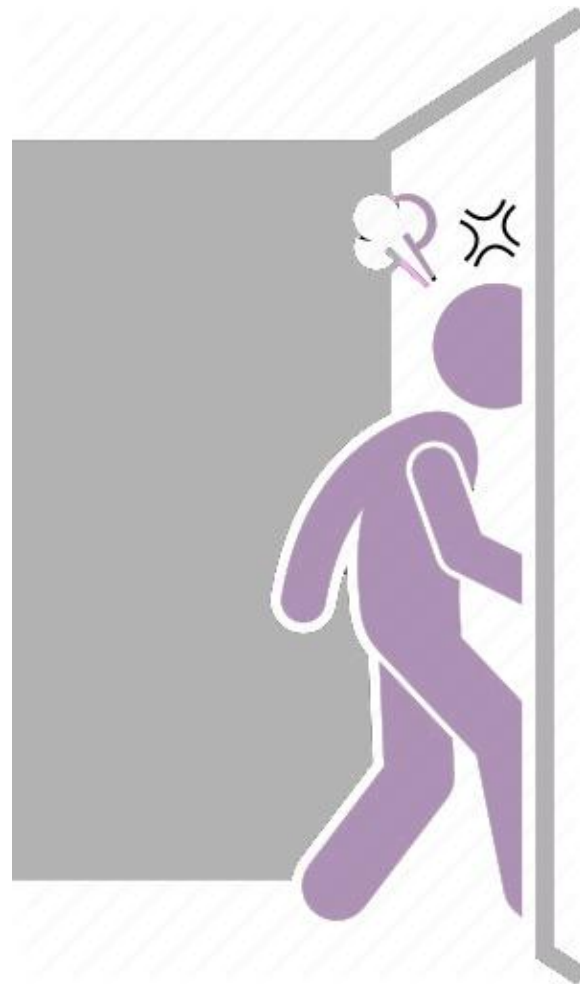
[Why We Revolt: A Patient Revolution for Careful and Kind Care](#)

by [Victor Montori, M.D.](#)



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

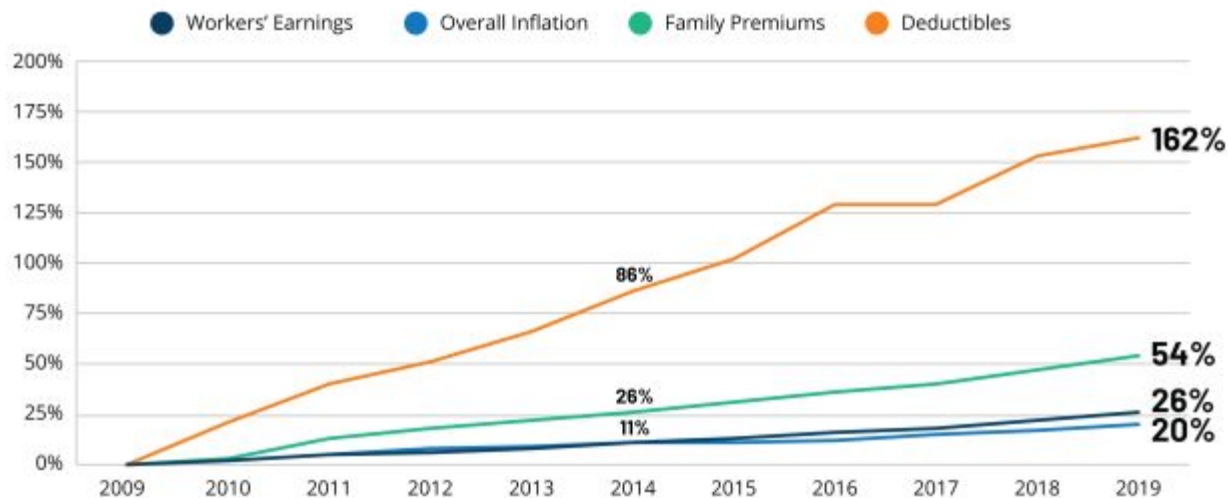
50% of people with employer sponsored healthcare have deferred or skipped care because of cost.



<https://www.kff.org/health-costs/issue-brief/data-note-americans-challenges-health-care-costs/>



Premiums and Deductibles Rise Faster than Worker's Wages Over Past Decade



<https://www.kff.org/report-section/ehbs-2019-section-8-high-deductible-health-plans-with-savings-option/>



What is Price Transparency?

The total amount a provider expects to be paid by payers and patients for health care services.
- AAMC.org

Where can we find prices?



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Let's start with the
cash
(self-pay)



Where can we find prices?

GROUPON®



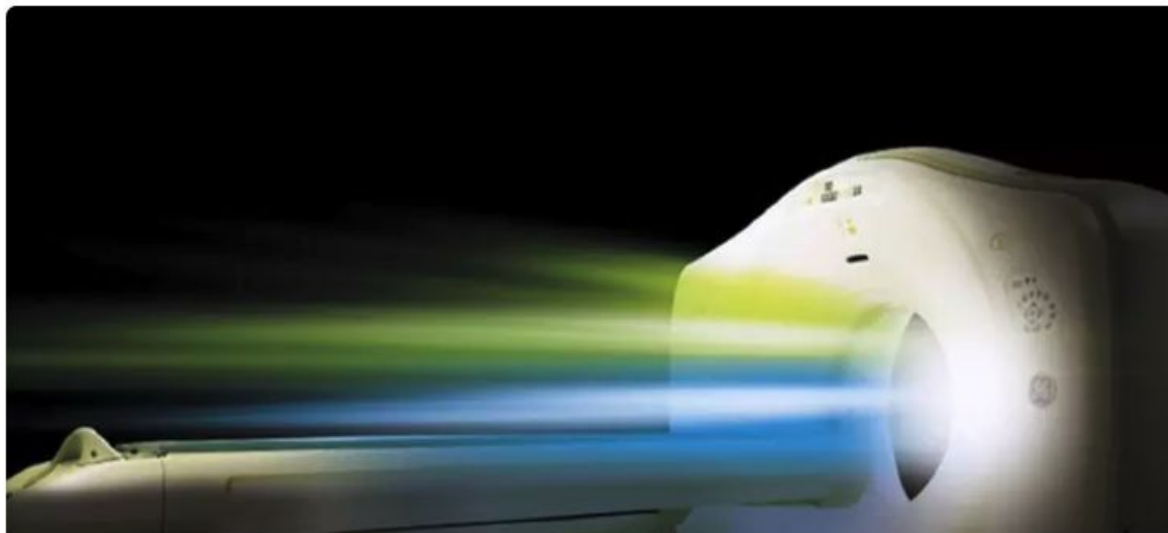
STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Trending

Cardiac Diagnostic and Wellness Imaging 4.8 ★★★★★ 167 ratings

21840 Normandie Avenue, Torrance

CT Scan of Heart, Lungs, or Body at Cardiac Diagnostic and Wellness Imaging (Up to 65% Off)



One body scan
\$995 **\$569** 42% OFF
370+ bought

One heart scan
\$350 **\$148** 57% OFF
670+ bought

One lung scan
\$450 **\$156** 65% OFF
110+ bought

Where can we find prices?

SESAME



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

SESAME

Symptoms

Types of care

Services

Q Symptom, service, doctor

15-MIN VISIT

\$64 or from \$12/mo

Video dental consult



The Teledentists

Dental

SELECT

Where can we find prices?



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT



healthgrades™

Telehealth Prices

Sesame

Primary Care

★★★★★ 4 stars (781 ratings, provider average)

SESAME

\$30 average per visit

🕒 Estimated wait time: Less than 2 hours

- Quality care at clear prices. Like you wish it would be. Book in-person and video visits without the hassle of insurance.
- Use promo code for discount: HEALTHGRADES
- Refill prescriptions and pick up from a pharmacy of your choice.

Get Started

Lemonaid

Primary Care

★★★★☆ 3.8 stars (26 ratings, provider average)

 LEMONAID

\$75 per visit

🕒 Estimated wait time: 5-7 minutes

- Connect directly with a doctor or nurse practitioner for any of your health concerns, right from the safety of your home.
- Get a prescription delivered to your door after an online consult.

Get Started

Galileo

Primary Care

★★★★★ 4.7 stars (214 Apple store ratings)

galileo

\$13 per month

🕒 Estimated wait time: Less than 1 hour

- Chat with expert doctors 24/7 on the Galileo app (even without insurance)
- Get help with any health concern – from the mundane to the mysterious
- No hidden fees, just on-demand care

Get Started



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

**Cost of Telemed Consultation in
NYC Practice to clear overhead:
\$150**

Where can we find prices?



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

MD
save.

Shop Now

Blood Test

\$ **21**

Estimated National Average
\$35

Shop Now

Mammogram
Screening

\$ **213**

Estimated National Average
\$400

Shop Now

MRI without Contrast

\$ **566**

Estimated National Average
\$872

Shop Now

Colonoscopy

\$ **2,257**

Estimated National Average
\$4615

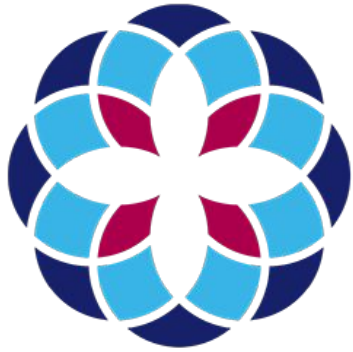
Shop Now

Where can we find prices?



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

CLEAR HEALTH COSTS beta



SHOPHEALTH

HEALTHCARE MARKETPLACE

FAIR Health[®]
Consumer



Healthcare Bluebook[™]



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Patient Advocates

Hands-on help

- Independent Navigators -- around \$200/hr
- Health Plan Navigators
- Cost Containment Firm Navigators



Where can we find prices?

Hospitals



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Insurance and Self-Pay

Insurance Coverage: Before your appointment, please contact your insurance carrier to verify that UCSF is an in-network provider for your plan. Your insurer can also tell you whether your plan requires that you pay an annual deductible before it pays for your visits.

Self-pay Visits: If you are unable to obtain a referral or authorization for your appointment, or if you choose to pay for your visit yourself, you will need to pay a deposit at the time of your appointment. This is a deposit only and doesn't include fees for any tests or procedures. You will receive a bill in the mail for the amount owed for your visit and services received.

- * New patients: \$232 deposit
- * Established patients: \$156 deposit
- * Non-U.S. residents: \$422 deposit

Provider Side



STACEY ROBERTSON GROUP
MEDICAL ADAPTIVE MARKETING AND DEVELOPMENT

“Our study was led by Dr. Amk
resident at Columbia Universit
initiated full price transparenc
increase in patient satisfactor

The li
AME
KRIS



ent who is now a surgical
were dramatic. Centers that
increase in revenue, and an



Provider Side Estimator Tools

- Practices can increase collections by as much as 20%
*Waystar reports 37% increase
- Cedar Reports 30% increase
- Dr. Mehta's report-- 50% increase in patient volume, a 30% increase in revenue

Price Estimation Can Help



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Coverage Information

CO-PAY
\$0.00

Enter your deductible
\$115.71

CO-INSURANCE
15.00%

CO-INSURANCE MAX
N/A

Out-of-Pocket Expenses:

MAXIMUM
\$5,000.00

REMAINING
\$4,712.00

Payment Estimate

The following charges are estimated upon the information provided in your reference.

Reference:
Coverage Group: [unclear]
Charge(s):
Diagnostic Endoscopy
EGD Diagnostic

Total Charges: \$10,514.33
Total Contracted Discounts: -\$6,339.33
Total Allowable Charges: \$4,175.00
Total Insurance Portion: -\$3,450.40
Estimated Patient Portion: \$724.60

[Print Estimate](#)

[Create a NEW estimate](#)

[View an EXISTING estimate](#)

Would you rather....

Estimator Tools



STACEY ROBERTSON GROUP
MEDICAL | DYNAMIC MARKETING AND DEVELOPMENT

Estimate for Colonoscopy w/ Biopsy. Single or Multiple



Colonoscopy

Procedure Details

This includes a screening or diagnostic colonoscopy with or without specimens/polyps removal by biopsy or brushing.

Price Details

Your purchase includes the following services:

- Facility fee operating and recovery room services & supplies for outpatient stay (less than 24 hours) at St. Cloud Regional Medical Center

ORLANDO HEALTH | St. Cloud Hospital

Colonoscopy

\$ **2,383**

Estimated National Average
\$4,615

Add to Cart

Provider-Side Tools



Know what you owe

Bills are delivered electronically after your insurance has been settled and displayed on a simple-to-understand screen that lets you easily see all charges and payments.



Everything in one place

Invoices from everyone in your household can be consolidated, and updated over time as you make payments or family members have new visits.

USERNAME

PASSWORD

[Forgot Password?](#) | [Forgot Username?](#)

Sign In

Create an Account

[Make a one-time payment >](#)

Predictive Analytics



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Other solutions include predictive analytics in the form of traditional propensity-to-pay models. However, it's more important to find out *why* the patient may not pay. There are a variety of factors that influence this decision. Perhaps the patient doesn't have the money to pay all at once and is waiting until more funds are available. Or the individual might not understand the bill. The patient may have thought the insurance would cover the cost and is surprised to receive a statement. In all these cases, the problem ultimately ties back to poor communication.

-- Florian Otto, Cedar CEO

<https://www.hfma.org/topics/hfm/2018/july/61073.html>





STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

What is a Price Bundle?



Bundled payments are showing significant promise in improving care quality while at the same time bringing costs down.

(Hospitals)

<https://catalyst.nejm.org/doi/full/10.1056/CAT.18.0247>

Cost Containment Firms



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT



Cost Containment Firms



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Me: "How's business holding up?"

Him: "Not so good. COVID's really hurting it."

Me: "How bout your health plan?"

Him: "That's WORSE - although I gotta say, don't know what I would have done without it last year."

Me: "Oh yeah? Why?"

Him: "You really wanna know? I had my first colonoscopy last year, and I had hernia surgery. My wife had an irregular mammogram that required TWO follow up MRIs since the first one was inconclusive. My son plays soccer and he tore his ACL - so we had to have an MRI AND we had to have it repaired. My daughter had a helluva time with depression and anxiety. We had 4 family psych appointments and special meds. AND we all had the flu."

Me: "That sounds like a year. How much is your family premium?"

Him: "About \$2000/month [employer and employee portion]"

Me: "How much is your deductible?"

Him: "I'm not sure."

Me: "How much is your maximum out of pocket?"

Him: "I'm not sure."

It turns out the family deductible [in network] was \$6000 and the maximum out of pocket [in network] was \$13,000. So let's compare what the plan would have cost under a completely unbundled plan vs. a fully "insured" plan.

FULLY "INSURED"		UNBUNDLED, SELF-INSURED	
12 Monthly Premiums @ \$2000	\$24,000	Mammogram	\$ 200
Deductible (@ Reduced prices)	\$ 6,000	3 MRIs	\$1,500
Co-insurance @ 20% over \$6000	\$ 2,710	Colonoscopy	\$1,800
		Hernia (inc travel if nec.)	\$4,500
		ACL Repair	\$7,500
		DPC for Family, Annual	\$3,000
		Medications	\$ 450
		4 Psych Family Visits	\$ 600
		Stop Loss Insurance	\$1,200
TOTAL COST	\$32,710	TOTAL COST	\$20,750

"What would I have done without insurance?"

Apparently saved about \$12,000 - withOUT using his Stop Loss Insurance

NOTE: I am not naive to some additional potential pre-tax savings in the left column, but that is immaterial.

Tom Scott, PhD

https://www.linkedin.com/in/tom-scott-phd-645ab5107/?miniProfileUrn=urn%3Ali%3Afs_miniProfile%3AACoAABsJiFUBkhcB1tDZYah24JDizQOvm_IAVO0

Cost Containment Firms



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Part of the package

- Facility navigation as part of the telemed service offerings.
- Concierge patient care coordinators assisting with filling prescriptions, scheduling follow-up appointments and other pre and post-procedure activities



Cost Containment Firms



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Employee Adoption



Incentives or Penalties

“Even when you provide data in an easy-to-use form, people don’t check it. They go to Penn because it has the best reputation, whether or not it’s the cheapest and whether or not it’s the best for that particular procedure.”

--Andrew Cavenagh, Pareto Health

<https://www.inquirer.com/business/health/philadelphia-region-hospitals-price-transparency--20210227.html>

TPAs



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT



Green Imaging
Easy, Affordable Medical Imaging



Transparent, Aligned Advisors	Enabling Technologies	Transparent Pharmacy Benefits	Individual Stewardship
		Major Specialties & Outlier Patients	
		Transparent Open Networks	
		Value-Based Primary Care	
	Independent, Active Plan Administration & Oversight		
	High-Performance Plan Design, Docs & Risk Management		



Roadblocks - Why Doctors Reject Transparency

It's more work -- "It's the patient's responsibility to know their costs."

Competitive Edge -- "I don't want my competitors seeing my prices."

Fear -- "What if the insurance companies see my prices and get mad."

Confusion -- "It's too complicated. Patients won't understand."

Price-Inclusive Care Models



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

Key Elements of the Digital Healthcare Experience in Patient Access

Online Scheduling

Pre-Registration

Financial Clearance
(Charity Care Options)

Online Payment



Online Order

Text + Email
Communication

Price Estimation

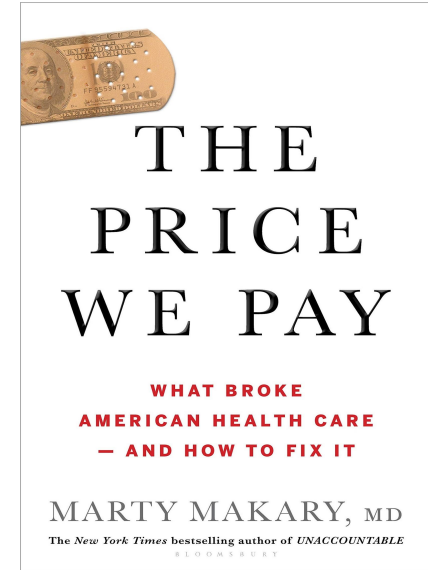
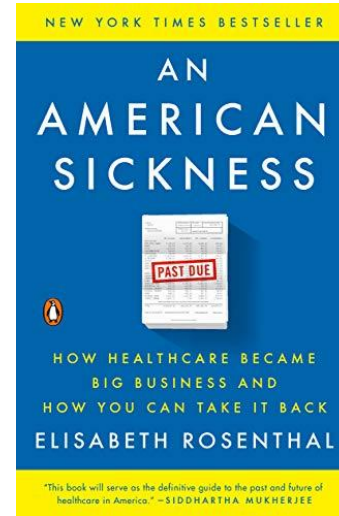
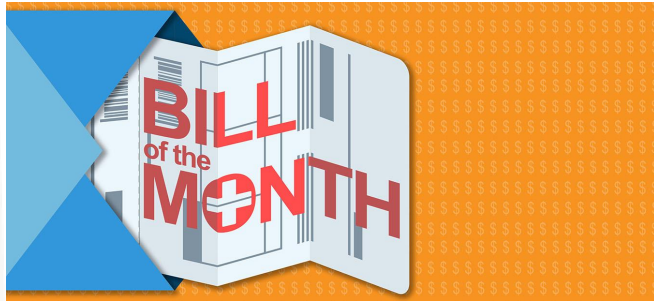
Shopping and Pushed
Communications

POS

Join the Conversation



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT



Thank you!



STACEY ROBERTSON GROUP
MEDICAL PRACTICE MARKETING AND DEVELOPMENT

office@staceyrobertsongroup.com

WWW.STACEYROBERTSONGROUP.COM



Ingenium
Digital Health
Advisors

DIGITAL HEALTH SYMPOSIUM

March 1-5, 2021

Attend Live for FREE

IngeniumDigitalHealth.com/symposium

5 days
15+ Experts
20+ Sessions
Expert Talks
Panel Discussions
Fireside Chats

THANK
YOU!

Beyond Covid: From Virtual Care to Connected Health

