



Framing Our Work in 2019

FOCUS ON TRANSPARENCY

ICEBREAKER

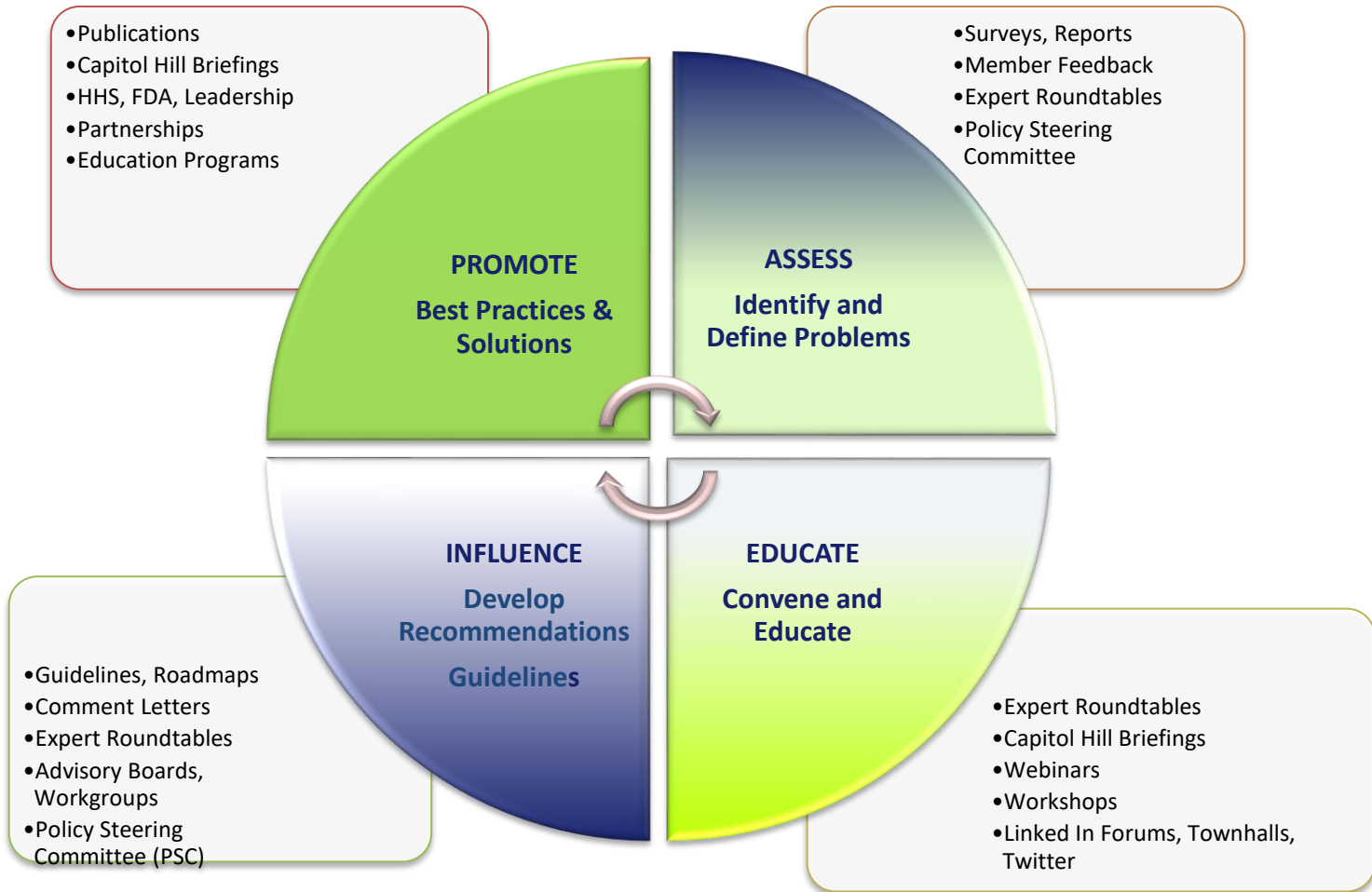


Agenda

- Overview and Icebreaker
 - **Jennifer Covich Bordenick**, CEO, eHealth Initiative & Foundation
- **Stakeholder Perspectives on Price Transparency**
 - **Anupam Goel, MD**, Clinical Service's Chief Health Information Officer, UnitedHealthcare discusses payer perspectives on price transparency
 - **Susan Turney, MD**, President and Chief Executive Officer, Marshfield Clinic Health System, eHealth Initiative Executive Committee, eHI Board of Directors Chair discusses provider perspectives on price transparency
 - **Lisa Ide, MD**, Chief Medical Officer, Zipnosis discusses virtual care
- Discussion Questions
- Next Steps

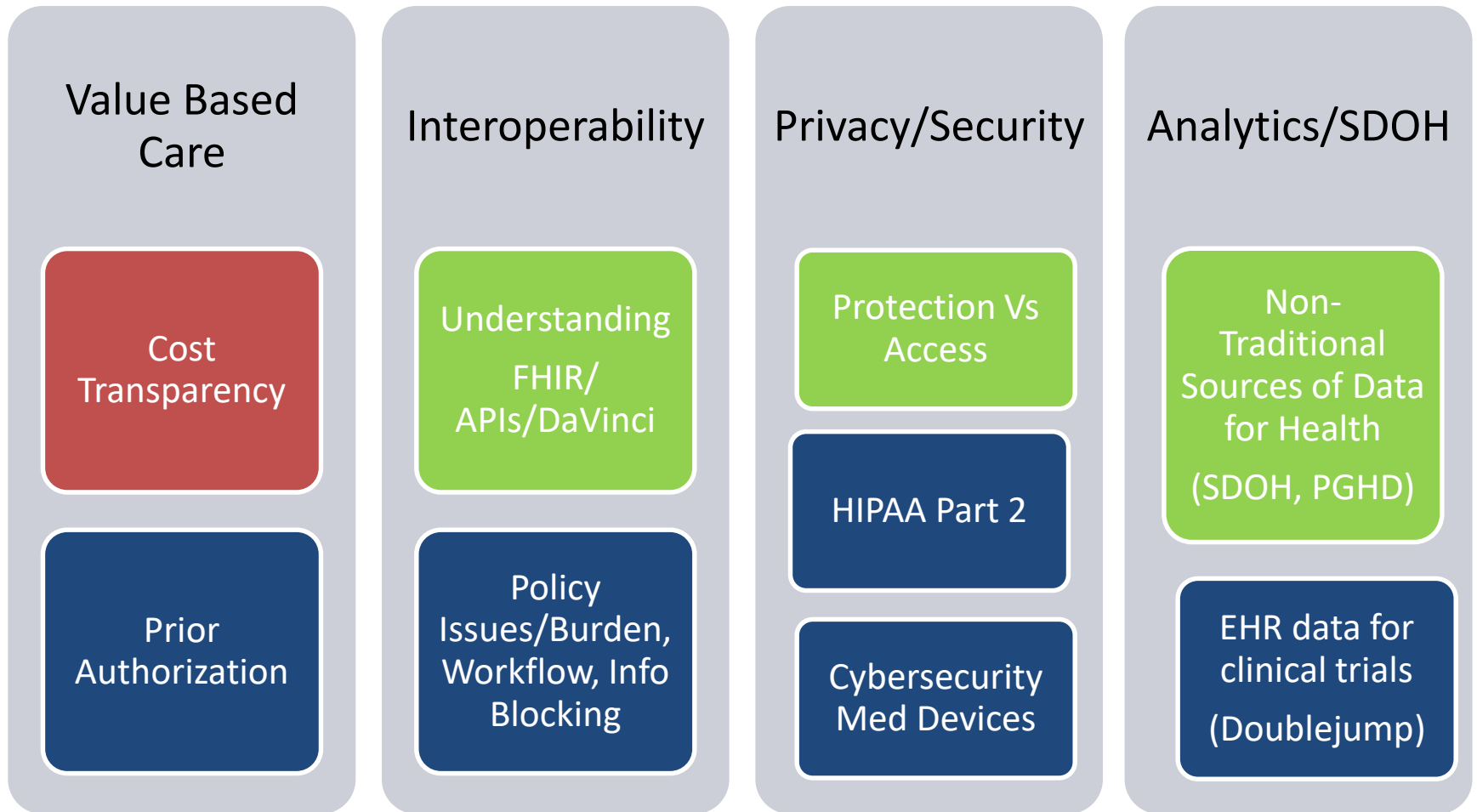


Our Work



Current Areas of Focus

(Green Addressed at Roundtables Today)



Value Based Care and Payment Solutions: Focus on Transparency

- This initiative will develop guidelines and recommendations for healthcare executives and policymakers to implement to improve price transparency, **ensuring that patients understand their “out of pocket costs”**.
- Problem: Patients are becoming active consumers of healthcare services, but a lack of transparency regarding the cost of those services hinders their ability to make informed decisions about their healthcare. Most patients and their care providers have little to no understanding of the true cost of care or pricing. As consumers face increased out of pocket spending there is a need for a systematic approach to increase cost transparency and empower consumers.
- Solution: eHI will convene an Advisory Board to develop a framework outlining the challenges associated with cost transparency and associated stakeholder pain points; identify best practices and strategies for addressing cost transparency issues; and create a set of policy and industry recommendations that identify specific strategies.



Discussion Questions

- What does transparency mean to consumers? Providers? Payers? Employers?
- At what point in care should patients have price transparency?
- What are the forces preventing transparency? Consumers? Providers? Payers? Vendors?
- Are there any solid examples of price transparency for patients? (Virtual Care Example)?
- What are the attributes of these examples?
- What regulations are preventing transparency?
- What are the key pieces of information needed for price transparency? Who are the stakeholders who own that data?

