



Healthcare Bluebook

A Healthcare Transparency Company

Practical Consumerism



Healthcare **Bluebook**

The Healthcare Bluebook is an online and mobile healthcare pricing tool designed to help consumers know what they should reasonably expect to pay for care, understand their treatment options and find fair prices for healthcare services in their area.

Healthcare Bluebook's analytic tools help employers identify unnecessary in-network price variability for common, high volume procedures. We focus on the top opportunities to save by making better use of high value providers in the existing network.

Bluebook price transparency tools enable employees to shop for and compare in-network providers on cost and quality, and even earn rewards when they make value based choices on care.

Begin with the *Financial* End in Mind

- Integrated solution saves up to ~4 – 12+% of total medical cost
 - Savings based on movement from Red Providers to Green Providers
 - *Not* based on changes in Plan Design (other than RBP)



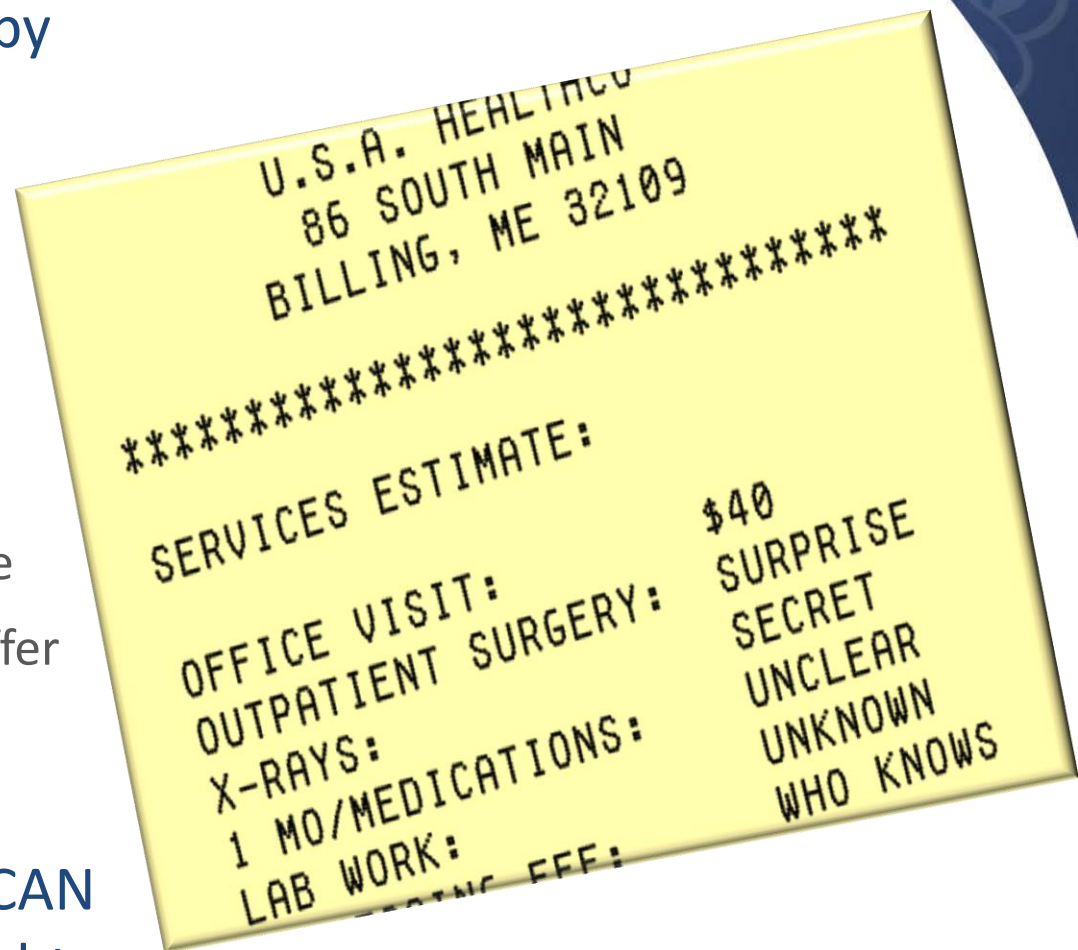
Healthcare Bluebook Overview

- Several million patients searches supported
- Bellwether consumer organizations like Consumer Reports and Angie's List rely on Healthcare Bluebook
- Self-funded employer solutions supporting regional organizations to national Fortune 500 companies
- Simple implementation and low cost solution
- The most cost-effective transparency solution with a proven employer ROI



The Current Landscape

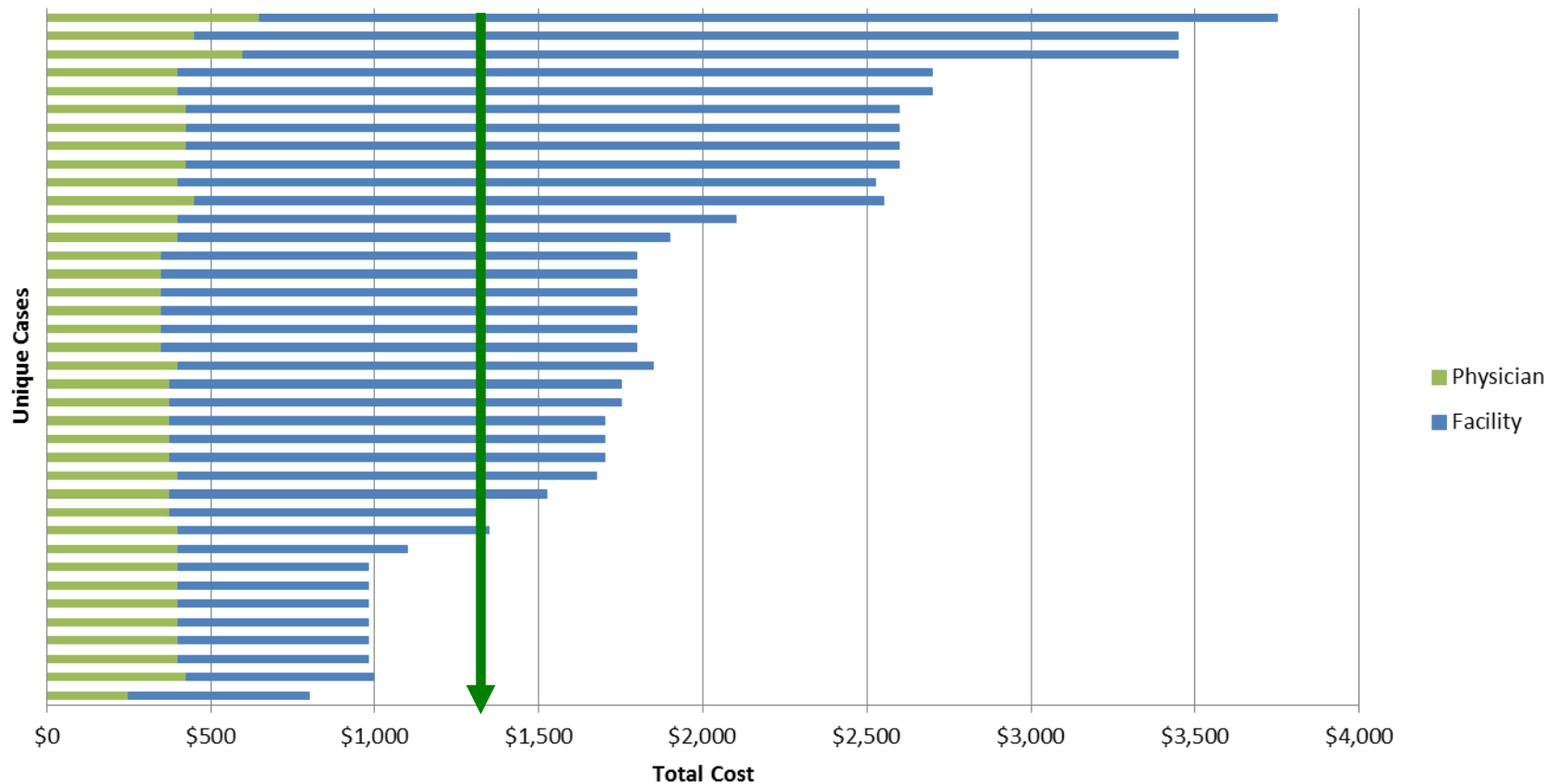
- In-network prices can vary by 300% to 500% or more
- Employees don't know:
 - How to shop for prices
 - In-network prices vary
 - The Fair Price for a procedure
 - How to find providers that offer Fair Prices
- Employers and employees CAN cut costs if they have the right information at the right time



Start by Understanding Your Excess Cost

In network fees (allowed amounts) paid to providers vary a lot as shown below

Price Variability - Colonoscopy (no biopsy)



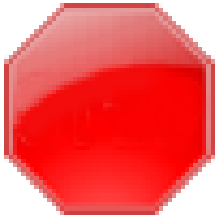
HCBB Recommended Price: **\$1,300**



Healthcare Bluebook

Our mission is to help consumers and employers save money on healthcare services by making ***better use of the high value providers*** within their existing networks.

The Solution: Healthcare Bluebook



Stop



Select



Save

Our approach:

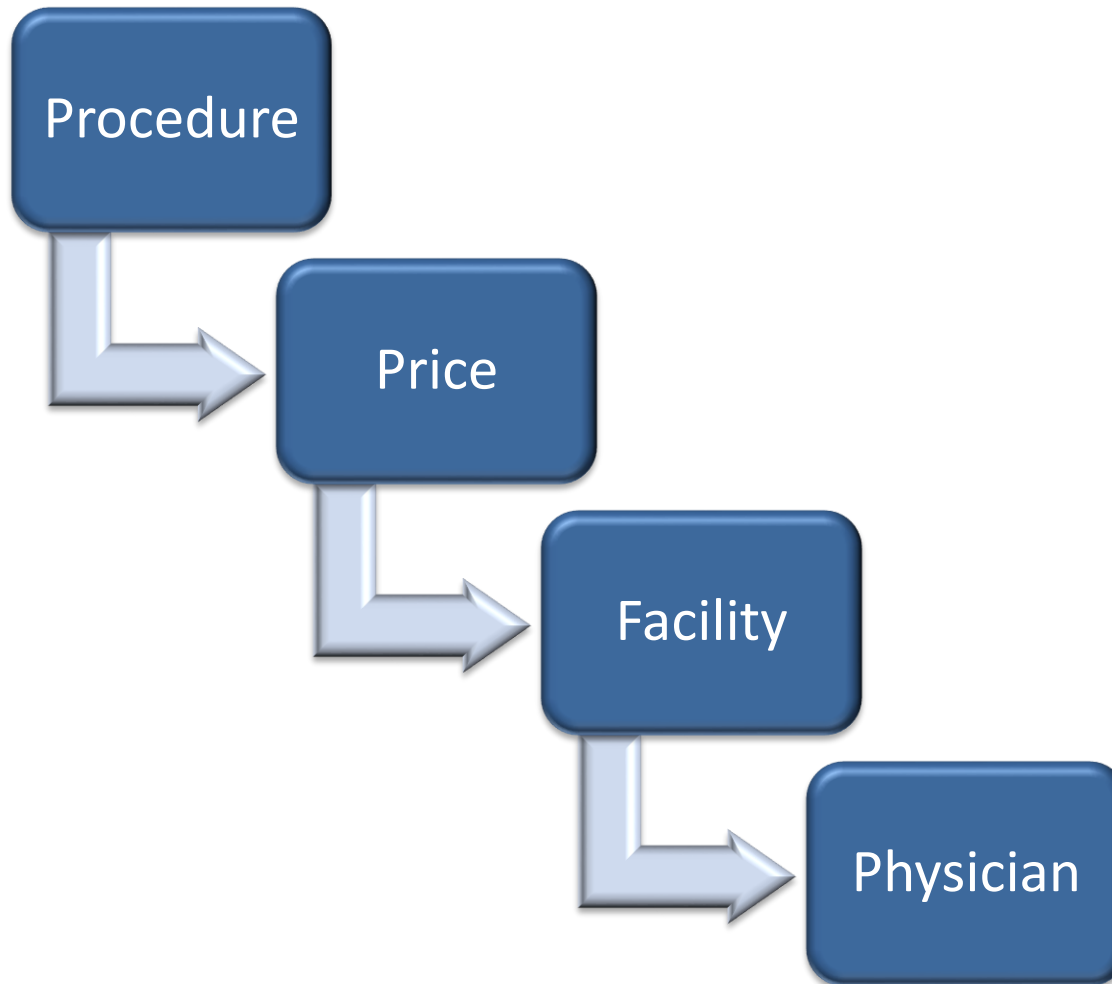
- *Practical* – Focus on what drives real savings (ShopSmart™)
- *Simple* – Intuitive, at-a-glance, easy to understand
- *Integrated* – Portals, Programs and Providers

Our results:

- *Employers can save up to 12% of total medical cost*
- *Employees save ~\$1,500+ per event*

PRACTICAL

A Navigation Path that Predictably Leads to Savings



How Healthcare Bluebook Works: In 3 Simple Steps

1. *“What do you need?”*

Employees search for procedures using common language

2. *“What should it cost?”*

Employees will learn what the Fair Price is for the procedure

3. *“Where can I get what I need at a fair price?”*

Employees can compare providers on cost and quality, and shop within their area

The screenshot displays the Healthcare Bluebook search interface. At the top, there is a search bar with the text "Search for Fair Prices..." and a magnifying glass icon. Below the search bar is a navigation menu with categories: Hospital, Physician, X-ray, Imaging, Labs, Cosmetic Medicine, Dental, Hearing Aids, Medications, Conditions, and Resources. The main content area is titled "Sleep Study". It shows a "Total" of \$750 and a "Fair Price" of \$900. A horizontal bar chart indicates the price range from \$750 to \$4,500, with the fair price marked at \$900. Below this is a "Fair Price Details" section. The "Provider Listing" section explains that providers are displayed by cost rating from least to most expensive. It includes a legend: a green circle for "At or Below Fair Price", a yellow triangle for "Slightly Above Fair Price", and a red octagon for "Highest Price". The listing table has columns for "Facilities" and "Rating".

Facilities	Rating
American Sleep Evaluation Center (~ 13 miles)	At or Below Fair Price
Clinical Sleep Centers LLC (~ 6 miles)	At or Below Fair Price
MidStates Sleep Lab (~ 7 miles)	At or Below Fair Price
University Center Hospital West (~ 12 miles)	Slightly Above Fair Price
Franklin Wodes Commuity Hospital (< 1 mile)	Slightly Above Fair Price
St. Ignatius Hospital (~ 2 miles)	Highest Price
Glades Regional Hospital (~ 13 miles)	Highest Price
St. George's Hospital (~ 13 miles)	Highest Price
Busch University Medical Center (~ 13 miles)	Highest Price
Horizon Medical Center West (~ 15 miles)	Highest Price

Simple Wins – *The Right Incentives*

“Go Green to Get Green”™



Cash Rewards

Direct Deposits to
HSA or HRA

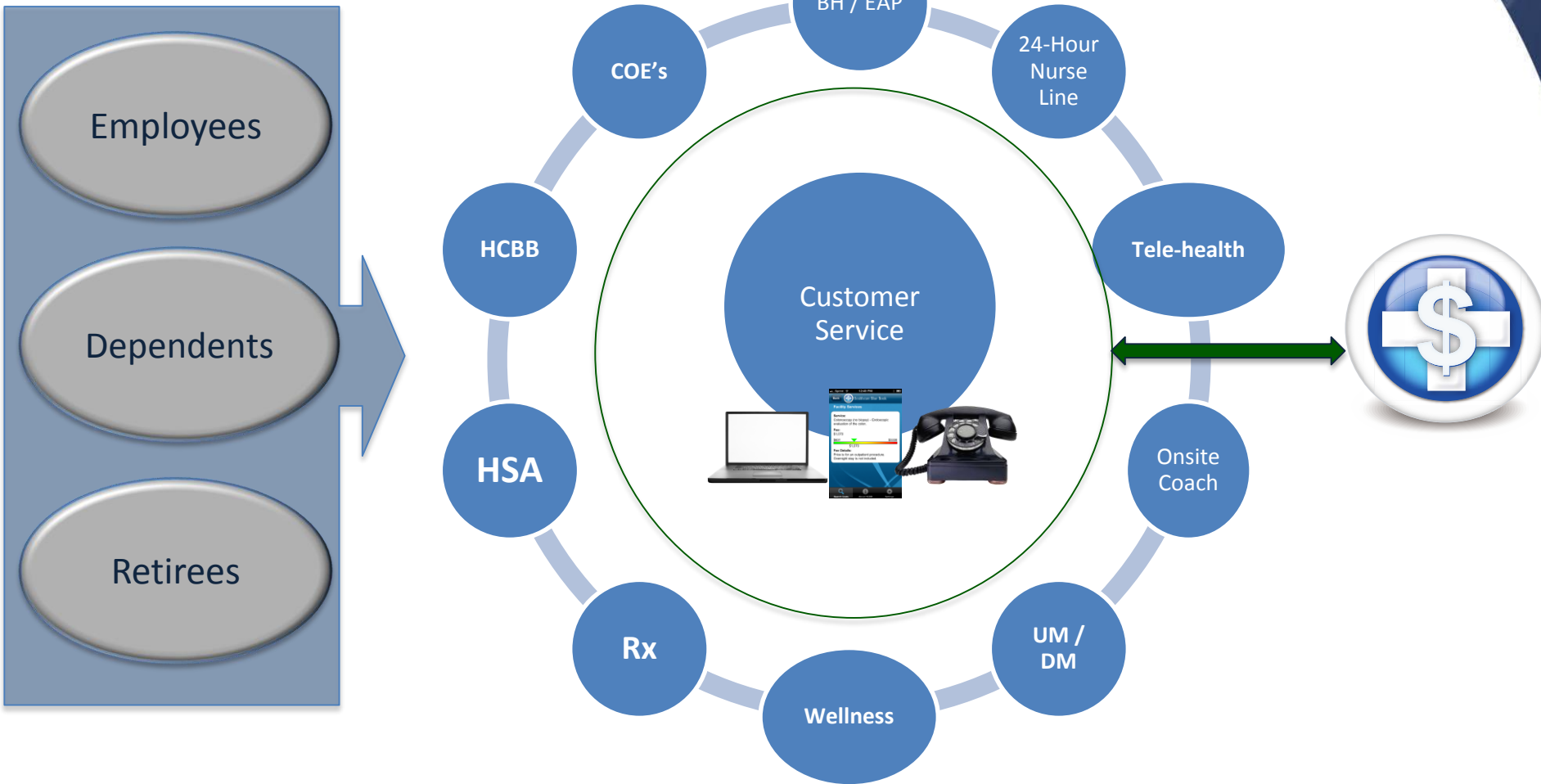
Integration with
“Points”
Programs

Drives Engagement: Launch and Ongoing

Creates Additional Savings: Employer (Plan)
and Employee (out-of-pocket)

Integration Without Limits

An Integrated Approach Connecting All Partners



Integrating Custom Quality Metrics – *Employer-Selected Quality Information and Centers of Excellence*

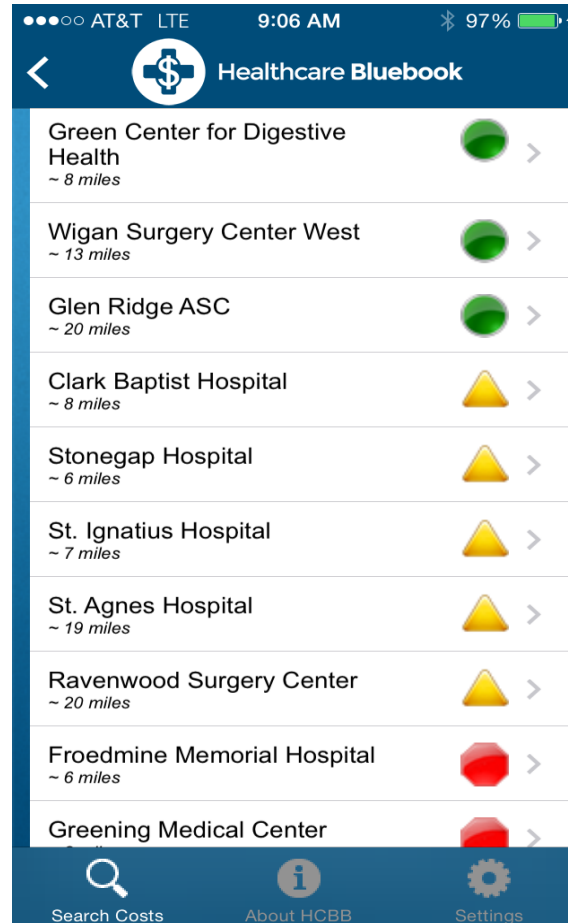
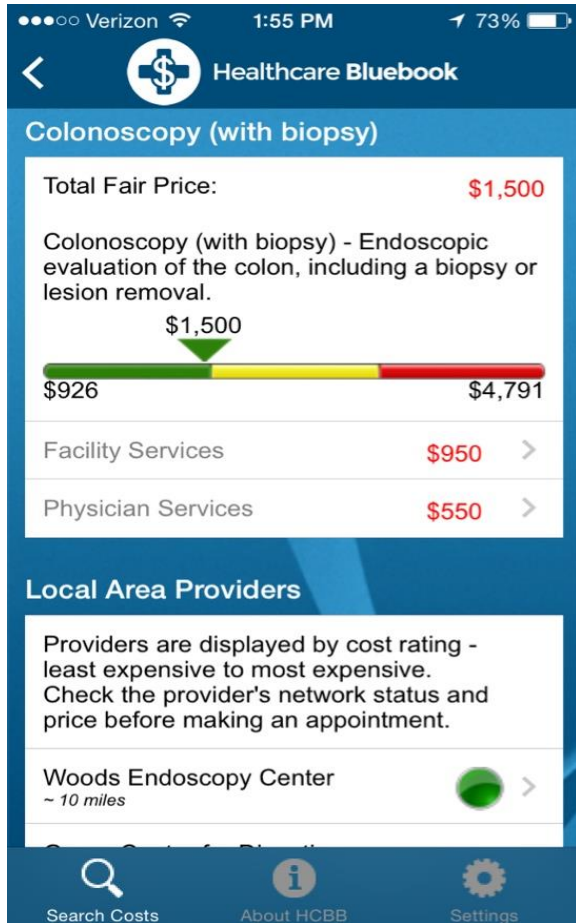


Cleveland Clinic



Mobile –

“It’s there when I need it.”



68% of U.S. adults over the age of 21 have a smartphone
Source: Nielsen



Healthcare Bluebook

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