

# Price transparency increases payers' opportunities and risk

Use the newly published data to your advantage or fall behind

Price transparency levels the playing field with a mountain of published payer data. The upside is easy: You can use that data to gain a powerful competitive edge.

The downside is that your competitors can, too.

Everyone has access to that data. If you want to use it to your advantage, you need to get ahead of the pack now. What are you doing to keep your organization from losing ground?

## **Advance your strategy with price transparency analysis**

Gone are the days of everyone relying solely on Medicare rates to shape their pricing strategies. Instead, price transparency provides more specific insights into your own geography to give you a more refined, sharper picture of where you stand in the market. It also brings opportunities to adjust your strategy to attract employers and providers.

Learning what other health plans are paying can inform your approach, whether you're looking to grow individual lines of business, increase market share, or expand into new markets. For example, you'll be able to see if a plan pays a hospital through per diem contracts or bundled charges, or where you hold optimized contracts.

Evaluating how your plans stack up against the competition shows you how to gain market share. If similar plans' contracts are better than yours, you can reprice to estimate the impact or piggyback on those instead of setting up your own contract, for example.

If your contract already is the best, you'll know to shift your action to other regions and lines of business.

## **Keep pace now — because your competitors are**

Analyzing all that data to find actionable insights is complex, and you don't have time to waste. Whoever uses price transparency data the best gains a competitive advantage.

Right now, health plans are looking at every region to find the most profitable markets. Then, they're making sure they're in every one of them.

With price transparency, your competitors are using *your* rates to make those decisions. Every day, other payers are winning new business, retaining existing business, or negotiating better terms for themselves.

Either way, they're gaining market share and increasing revenue. You need your analysis to keep pace so you can maximize your own cost savings the same way.

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## Dig into the data for priceless competitive intelligence

Even if you think you understand the competitive landscape, you have no way of knowing what other payers' plans are. You may be unaware of new competitors that are already way ahead of you.

Shine a spotlight on new revenue opportunities by isolating competitors' rates in markets where you don't operate commercially. That analysis will help you see where it's to your advantage to enter the market, piggyback on their contracts, or pinpoint your growth potential for specific services or lines of business.

Once you know what other plans are paying, ongoing monitoring can help you track whether they stay that way. Even if the competition is in the markets you're targeting, monitoring gives you the freedom to focus on what *you're* doing — instead of worrying about what everyone else is doing.

## Get the most out of price transparency data with Sutherland Healthcare

Innovation from Sutherland Healthcare is here to move you forward. Our price transparency solutions enable organizations to rely on data to improve profitability and make better business decisions.

With our deep domain expertise across the health and life sciences ecosystem, we're thought leaders in your line of business. We have the experience to recognize and appreciate your challenges — and we'll know the right questions to ask.

Rather than pitch a one-size-fits-you solution, we use our agility to tailor solutions based on your organization's culture, business needs, and priorities. Our proven technology solutions outsmart even the most complex situations.

Sutherland Healthcare can meet you where you are. We guide you from strategy through implementation, working with your existing technologies.

**Find out how we can help you reach your potential. Contact us today.**

## About Sutherland Healthcare

Sutherland Healthcare makes digital human. We're more than automation — we have the human resources to help you scale and succeed.

Our deep domain expertise makes Sutherland Healthcare your end-to-end resource for health informatics, automation, and revenue cycle management. Embrace innovation and expand your revenue opportunities.

We do the complex work for you, so you have more to devote to your mission.



**CONTACT US TODAY TO  
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