

Despite the January 1, 2019 deadline,  
**less than half of healthcare  
providers are ready to publish**  
their standard charges to meet the  
2019 CMS final transparency rule.

### Highlights of the Survey

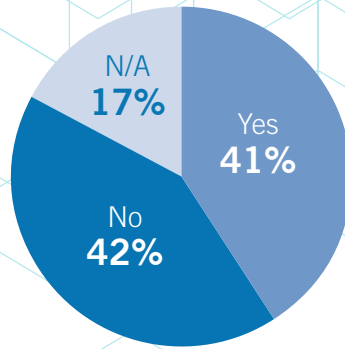
- Only **46%** said they had started the process to post their charges
- **42%** aren't planning to meet the **January 1 deadline** or publish their complete chargemaster anytime during 2019
- When asked if they felt their chargemaster prices were rational and defensible **26% responded No**



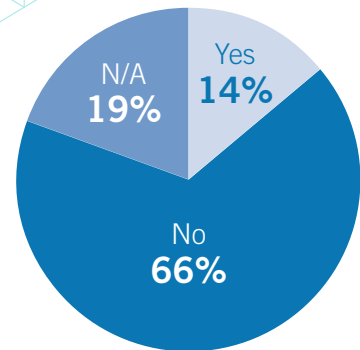
During a recent webinar, Panacea surveyed 450 healthcare executives about how they are preparing to meet the 2019 CMS Final Transparency Rule deadline. The survey participants represented organizations from mid-sized short-term acute care hospitals to large health systems.

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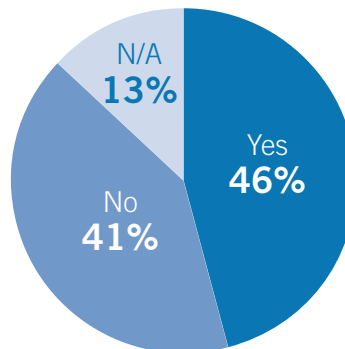
Are you planning on publishing your complete chargemaster in January 2019 or anytime next year?



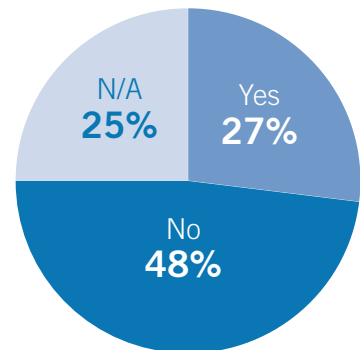
Will you be supplementing per case/encounter data?



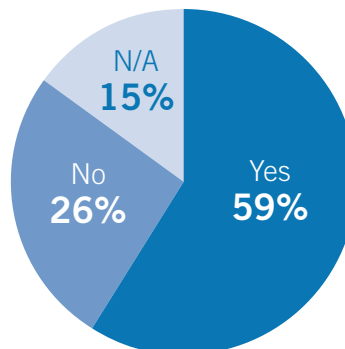
Have you started the process to post your chargemaster prices?



Are you planning on publishing your policies and/or instructions on how consumers can access your prices online?



Do you feel your chargemaster prices are rational and defensible?



# Strategic pricing solutions and software

## Hospital Zero-Base Pricing®

Used by hospitals and health systems nationwide, the state-of-the-art Hospital Zero-Base Pricing® program empowers you to develop defensible, optimal, and strategic pricing.

### The Panacea approach to strategic pricing

- ✓ Current **unit cost, hospital, and free-standing market data**
- ✓ **Optimization algorithm** within rational pricing parameters
- ✓ Multiple **“what if” scenarios** and models for consideration
- ✓ **Impact analytics** for stop-loss and lesser-of contract provisions
- ✓ **Payer cap impact**

### Key benefits for your organization

- ✓ Develop **defensible pricing** based on cost and/or market data
- ✓ Establish clear, documented **rationale**
- ✓ Ensure **CDM prices are defensible** yet yield optimum net revenue
- ✓ Improve position on **publicly available consumer reports**
- ✓ **Reduce dependency on consultants** for pricing updates in subsequent years

## Defensible pricing for hospital, physician and pharmacy CDMs

In our current environment, it is imperative to ensure your organization will be able to document and defend each line item price in your hospital, physician, and pharmacy charge description master (CDM) and systems. You must be able to show that these prices are based on clear rationale founded in cost, market data, fee schedules, and other benchmarks while simultaneously achieving net revenue objectives.

**PEER REVIEWED**  
by HFMA\*

\*HFMA staff and volunteers determined that Hospital Zero-Base Pricing has met specific criteria developed under the HFMA Peer Review Process. HFMA does not endorse or guarantee the use of this product.