



StLuke's PRICECHECKER





St. Luke's University Health Network

- St. Luke's is comprised of six hospitals in six counties in Pennsylvania and one hospital in Warren, NJ
- St. Luke's University Health Network is a nonprofit, regional, fully integrated, nationally recognized Network providing services at more than 200 sites



We Are...SLUHN



61,000
Annual
Admissions



200+
Outpatient
Facilities



7
Campuses



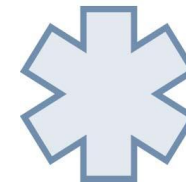
1,300+
Volunteers



1,300+
Physicians
Representing
more than 100
specialties; 96%
board-certified.



11,000+
Employees
The region's
second largest
employer.



230,000
Annual
Emergency
Room Visits



Why a Price Transparency Program?

- Implement a consumer driven strategy
- Higher deductible health plans and coinsurance are driving patient to pay an increasingly greater proportion of their health care costs out of pocket
- Patients need meaningful and transparent price information to better make informed health care decisions
- ***PriceChecker*** provides patients with affordable health care options and improves how pricing and cost information is delivered to patients



What is Price Checker?

- St. Luke's Price Checker is a program that offers patients an option to pay a bundled price (hospital and physician) in advance of their service for certain common imaging studies and/or outpatient procedures.
- Proactive measure to provide patients with affordable health care options and improve how pricing and cost information is delivered to patients
- Target audience is non-governmental patients with high- deductible health plans and uninsured patients.
- Available at all St. Luke's hospital billing based locations.



What is Included in Bundled Price?

Procedures:

- Use of the operating room/procedure room.
- Surgeon fee to perform the procedure.
- X-ray performed during the procedure if necessary.
- Anesthesia services.
- Post-op visit at the physician office.

Imaging Tests:

- Cost of Image/X-ray at the Hospital or Testing Ctr.
- Radiologist reading fee.
- Additional imaging views if necessary.

Lab tests:

- Lab draw and venipuncture fee



Benefits to the Patient

- **AFFORDABLE:** Offers those patients with high-deductible health insurance plan or patients with no insurance an affordable, competitive price option.
- **TRANSPARENCY:** Provides patient with meaningful and transparent pricing – bundles hospital and physician fees into one price taking the guess work out of what a service may ultimately cost.
- **EASY ACCESS:** Website provides very simple tool for program description, pricing, and requesting appointment.
- **DEDUCTIBLE:** Patient's insurance deductible will be credited with the payment paid for services under the program.
- **KNOWLEDGEABLE FINANCIAL ASSISTANCE:** Patient is directed to speak to a financial counselor who helps navigate patient to optimal payment option – assist patient in understanding his/her insurance/benefits and ensuring best price and option for patient – Price Checker compliments other available programs.




Benefits to St. Luke's

- **Increased Volumes** – Competitive pricing, transparency and the knowledgeable assistance of a financial navigator creates increased demand for services and volumes that we otherwise may not have received.
- **Collectability** – Patients pay upfront so no administrative costs for collection efforts that may be unsuccessful.
- **Public Relations/Marketability** – Program gets local and national media coverage and industry interest. We believe we are the first full service hospital in the nation to offer this type of price transparency program.
- **Financial Navigator Service Exposure** - Program compliments St. Luke's suite of other available programs such as our financial assistance and self-pay discount programs.



Marketing Plan

Soft Marketing Roll-Out Approach Included:

- Press Release and media interviews.
- Link to it from SLUHN Homepage 
- FAQs and Rack Card distributed for SLPG offices to put in their waiting rooms.
- Information slide added to televisions in offices and hospital locations.
- Broadcast e-mail to all employees.



Activity/Volume

- January 1, 2016-July 31,2017

- 1047 PriceChecker Services Performed with most common:
 - 211 Walk-in lab
 - 167 General x-ray
 - 145 MRI
 - 101 Mammograms
 - 93 CT
 - 35 surgical procedures



Access to PriceChecker

- Full description of the program, along with prices and images/procedures can be found on-line at

<http://www.PriceChecker.sluhn.org>

- Or by calling

1-844-SLPRICE

direct line to a Financial Navigator



QUESTIONS?

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