

# TRANSPARENCY TOOLS ENCOURAGE SMART CARE DECISIONS

## WHEN MEMBERS MAKE INFORMED CHOICES, YOU ALSO BENEFIT

Today, health care costs are rising, and the changing landscape is more confusing than ever. But businesses and members still share the same goals—to get the highest quality of care and the most value for their health care dollars.

Our Transparency Tools provide members with the information to make smart decisions about their health care and health-care spending. We provide easy-to-use quality and cost comparisons, along with other practical information, through an expanding suite of tools. By making cost and quality information transparent, we help members across all plan types to make educated choices when deciding on physicians, hospitals, medical procedures and prescription medications.

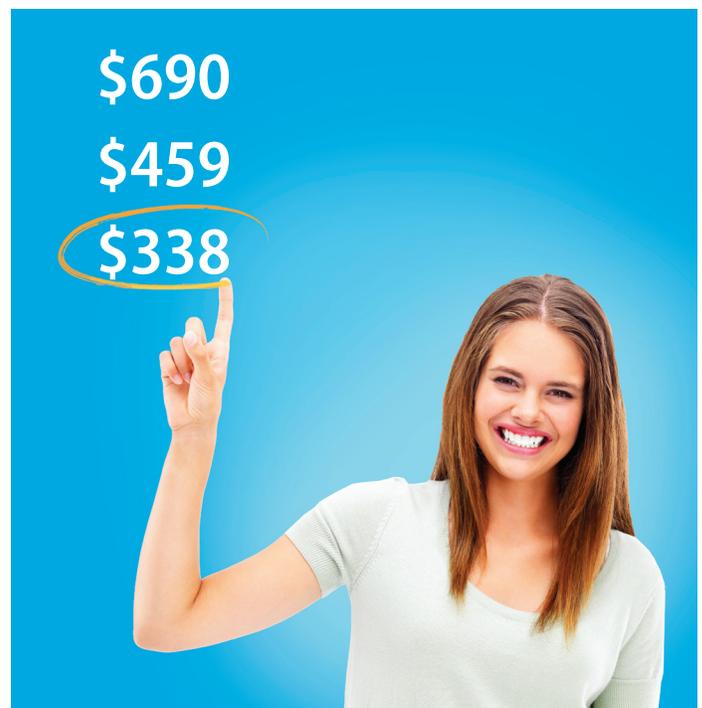
### TOOLS THAT COMPARE QUALITY

#### *Provider Directory and Provider Search*

This advanced tool does more than locate nearby doctors and facilities. Members can check out how physicians and hospitals are rated using national quality measures. They can also see a physician's medical training, board certifications, professional recognitions and practice details. A free text searching function, side-by-side provider comparisons and the ability to save favorites make finding the right doctor or facility simple.

#### **Our Transparency Tools:**

- Simple to navigate
- Intuitive to use
- Provide clear, up-to-date information
- Include member-specific, local and national data
- Address members' most pressing questions
- Promote health and wellness



The directory also lists national hospital accreditations and Blue Distinction® facilities, which are proven to deliver superior outcomes for high-cost, high-risk procedures such as transplants, spinal surgeries and hip replacements.

#### *Hospital Advisor*

Hospital Advisor gives members access to performance measures for hospitals across the country, letting them compare facilities and select the best provider. Members can get information such as procedure volume and experience, complication and infection rates, and other clinical quality measures. Finding better care means fewer readmissions and complications for members—and lower costs for you.

### *Patient Experience Reviews*

Want to know what people are saying about a specific physician? This new feature allows members to rate their experiences, plus read and post reviews, giving them deeper insight when making provider choices.

### *The WebMD Suite*

This full set of tools provides members with information on conditions, diagnoses and treatments. Members can store information in their Personal Health Record, use Health Trackers to monitor health improvements and medical conditions, and investigate symptoms with the Symptom Checker.

## **TOOLS THAT COMPARE COST**

### *Out-of-Pocket Cost Estimator*

The Estimator shows members what portion of a procedure they'll be responsible for paying. It integrates provider allowances, deductibles, coinsurance and out-of-pocket information to calculate member cost-sharing on hundreds of inpatient and outpatient procedures. Estimates include the typical fee for a procedure plus the costs of related services, including facility, physician, lab tests, x-rays and more.

### *Member Health Statement*

We're making it easier for members to keep track of their health care utilization and spending account payments with Member Health Statements. Statements will even include member-specific messages generated from claims and clinical protocols, such as individualized reminders, savings tips and wellness suggestions.



**Manage quality and costs.  
Promote Transparency Tools  
to your employees.**

## **MOBILE TOOLS FOR MEMBERS ON THE GO**

We understand that members want quick, easy access to health care information. That's why the Transparency Tools they use most often are available on our new mobile web site, designed for easier viewing on smart phones:

- Member Health Statement
- Out-of-Pocket Cost Estimator
- Provider Directory and Provider Search
- Patient Experience Reviews

## **MAKING HEALTH CARE SIMPLER**

Health care decisions can be complicated and overwhelming. We're committed to evolving our Transparency Tools by adding features that will engage members and simplify the decision-making process. Our goal is to empower members to make confident health care choices that will result in better care and lower costs.

Designation as Blue Distinction Centers means these facilities' overall experience and aggregate data met objective criteria established in collaboration with expert clinicians' and leading professional organizations' recommendations. Individual outcomes may vary. To find out which services are covered under your policy at any facilities, please call your local Blue Cross and/or Blue Shield Plan.

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