

Price Transparency



Help patients budget for care and potentially decide whether or not to pursue care



Help patients decide which provider/facility to use



Minimize unexpected bills

Price Transparency Challenges

Need to combine data from multiple sources

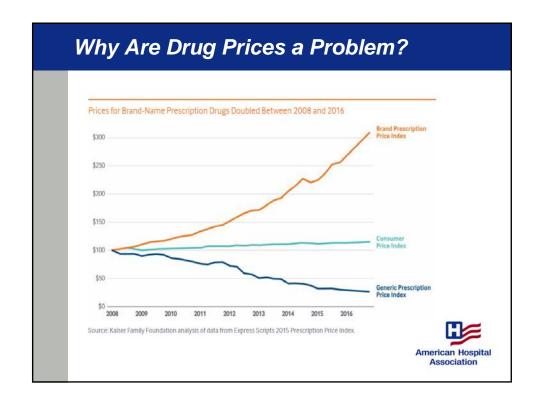
- Providers have best grasp on the course of care
- Insurers have actual consumer out-of-pocket cost information
- Quality information?

"Health care is complicated"

- Much of health care is unknowable in advance
- Not all services can be bundled in a meaningful way for patients

General health care illiteracy among patients – price is only part of the puzzle

- Interpreting price information requires health care literacy
- Potential for price information to create a disincentive for patients to get a necessary service



Drug Manufacturers Continue to Hike Prices

- 2018 price hikes include:
 - Pfizer: 116 price hikes between 3% and 9.46%;
 - Allergan: 75 price hikes, around 9.5%
 - Novartis: 75 price hikes between 2.9% and 9.9%;
 - AstraZeneca: 18 price hikes between 1.5% and 9.9%;
- AbbVie's 9.7% price hike on Humira is estimated to cost the healthcare system \$1 billion in 2018 alone

the campaign for

SUSTAINABLE Rx PRICING



