

# Strategic Alternatives: Pathways to Approach Hospital Price Transparency & Improved Revenues, Volumes, & Margins

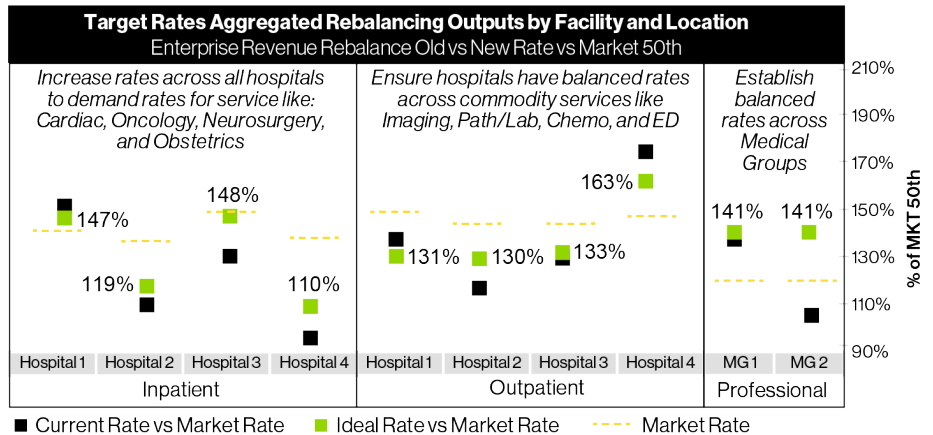
The January 1, 2021 CMS Price Transparency Rule signals an industry shift in pricing strategy. How will your organization respond?



## Dynamic Pricing Models for the Future “New Normal”

### In your market, do you:

- Have excess service capacity across key services?
- Have high variability in your payer rates?
- Have a significant number of employers that offer benefit coverages which require material cost sharing for the patient?
- Need to maintain higher unit reimbursements on proprietary (non-shoppable) services, but believe you must become more price competitive on commoditized (shoppable) services?
- Need a “hard to follow” competitive pricing strategy?
- Need to pursue a new pricing strategy to better protect and enhance revenue in the short and long-term?



**Guidehouse has the experience to help you realize your goals and plan for the new normal of price transparency.**

For more information, please contact:

**Christopher J. Kalkhof**  
Partner  
(312) 583-2143  
christopher.kalkhof@guidehouse.com

**Richard F. Bajner, Jr.**  
Partner  
(312) 583-3740  
rbajner@guidehouse.com

**Jeffrey Leibach**  
Director  
(847) 989-8819  
jeff.leibach@guidehouse.com