



# **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?

#### Strategic **Preparedness**

- · Roadmap to respond to the Price Transparency Rule
- Assess payer revenue, volume and margin risks associated with Post-Price Transparency Rule implementation

### Analyze & Strategy Development

- Compare your rates to market rates to key competitor rates
- Determine how the above impacts your revenues/margins
- Define target prices across enterprise for market aligned enterprise-wide pricing

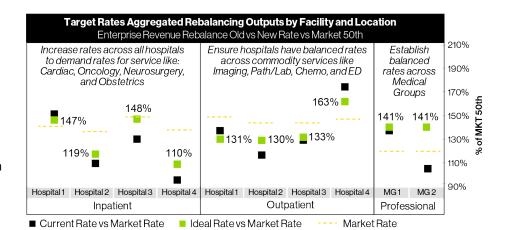
## Implement Strategies & Tactics

- Execute enterprise pricing strategies and tactics developed across facilities, employed physician practices and service line verticals
- Execute associated risk mitigation strategies
- · Protect long-term revenue and volume

# **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 (nonshoppable) 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.

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