



Exposing the True Quality & Cost of Healthcare & Helping Patients Navigate to High-Value Care

5,000+ Clients

3.5 M+ Lives

30+ TPAs

20% YOY Growth

92% Retention

## The Bluebook Difference

- ✓ Guaranteed ROI – No risk if our best practices are implemented
- ✓ Speed to Market - within 90 days
- ✓ Low-lift implementation process with minimal time commitment
- ✓ Members will be shopping for care in 90 days or less
- ✓ Concierge support enhances savings and improves member satisfaction

## Actual Savings

- ✓ An employee needed a laminectomy in Ohio.  
**Result: Over \$80k in savings.**
- ✓ An employee needed a hernia repair in Oregon.  
**Result: Over \$18k in savings.**
- ✓ An employee needed a total hip replacement in Colorado.  
**Result: Over \$40k in savings.**

TEMPUR+SEALY

Southern Company

Kimberly-Clark

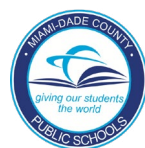
HERSHEY  
THE HERSHEY COMPANY

bmc

GENERAL  
DYNAMICS



KEURIG  
DR PEPPER  
SNAPPLE GROUP



## Latest Innovations

### Partnerships



### Bluebook CareConnect<sup>SM</sup> In-Network Navigation

Dedicated Member Concierge guides members to high-value physicians and facilities that consistently deliver high-quality care at a Fair Price<sup>TM</sup>



#### Identify Options

Works with member to find local high-value providers



#### Schedule

Books all appointments and procedures



#### Coordinate

Manages all details including medical records transfer



#### Communicate

Provides support throughout the member's care journey



#### Reward

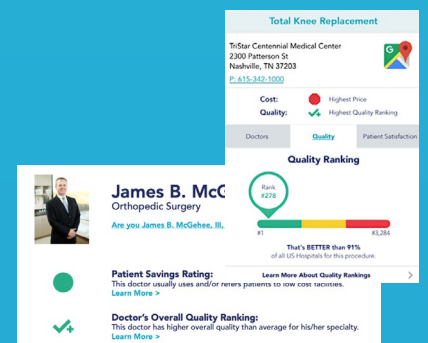
Confirms member rewards for using high-quality, lower-cost providers

## Doctor Quality, Facility Quality, & Patient Savings Rating

**Doctor Quality Rankings:** Individual quality rankings by procedure for 35 clinical categories in addition to overall clinical performance

**Hospital Quality Rankings:** Outcomes-based national rankings by procedure

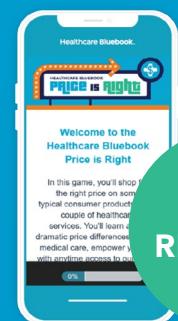
**Patient Savings Rating:** Tracks doctor-specific referral patterns



## Proven Engagement Methodology

Educate, Remind, & Reinforce with gamification and constant communication

**Engagement Rewards Program:** Increase utilization by rewarding members for positive shopping behavior



\$100  
REWARD

## 100% On-Time Implementations Record



- ✓ Low-lift implementation process with minimal HR time commitment
- ✓ With a partner, average 30-day implementation
- ✓ Without partner, 90-day implementation



Ease-of-use, rapid ROI and nearly \$1 million in annual savings since implementing Healthcare Bluebook: [The Southern Company story](#)

## Data – How is it derived?

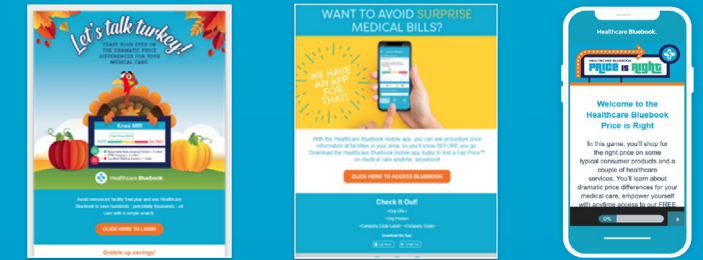
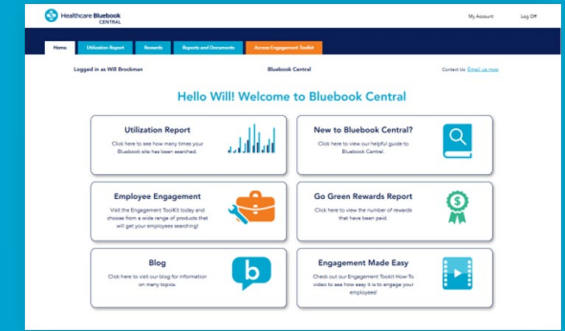
- Cost** All prices analyzed using commercial claims data  
Prices based on allowed amounts (negotiated in-network rates)
- Quality** Data Source – CMS Standard Analytic File - 3 years of data  
Scores calculated directly from claims data  
Risk & Volume adjusted with additional metrics



## Bluebook Central

One stop shop for access to engagement materials through the toolkit & reporting on utilization and rewards.

- ✓ Year-round engagement
- ✓ Postcards
- ✓ Optimized Emails
- ✓ Games
- ✓ Rewards Administration



## 3 Key Take-aways

- 1 Members quickly learn to shop for high-value care upon implementation.** Bluebook combines plain-language search terms with an easy-to-use green-yellow-red color-coded system that enables members to quickly understand quality and cost rankings for local providers.
- 2 Extreme savings potential identified for the most common shoppable procedures.** Using historical quality and cost data, Bluebook has identified 1,500 common medical procedures (90% of employers' group medical spend) that present the deepest savings opportunities when high-value providers are used.
- 3 Engagement Rewards are based on clear attribution.** It's a fact—engagement rewards increase utilization. When members are rewarded for using Bluebook to shop for, schedule and receive care from “green” providers, utilization and related savings are quantified through clear attribution between site searches and completed procedures.

## Contact

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