



## A SELF-INSURED EDUCATION SYSTEM SEES 4:1 ROI USING ONLINE HEALTHCARE SHOPPING SOLUTION

As a large education system with a diverse employee base, this 6,000+ employee client required a simple, intuitive cost and quality transparency platform to drive more effective consumer behavior in its workforce. Bluebook's ease of use and industry-leading engagement resources helped this client increase use of cost-effective, high-value providers by 200% and quickly achieve an impressive program ROI.



## WHY WAS THE CLIENT LOSING MONEY?

Before the client decided on a healthcare transparency partner, they introduced a consumer-directed health plan with high deductibles through a major national “Blues” carrier. Unfortunately, costs continued to rise precipitously. It was clear to the organization’s benefits leaders that they needed to do more than merely change their health plan design to make a significant impact in rising healthcare costs.

Bluebook began the engagement by performing a claims analysis that helped the client understand in-network price variability and potential savings. Price variability within the client’s network approached 10x for routine procedures, as can be seen in the accompanying chart.

Without affecting change in the way members seek care through price transparency, member education, and incentive programs, price variability would remain a financial pain point for self-insured employers.

### ✓ In-Network Procedure Prices, Large Midwestern Metropolitan Area:

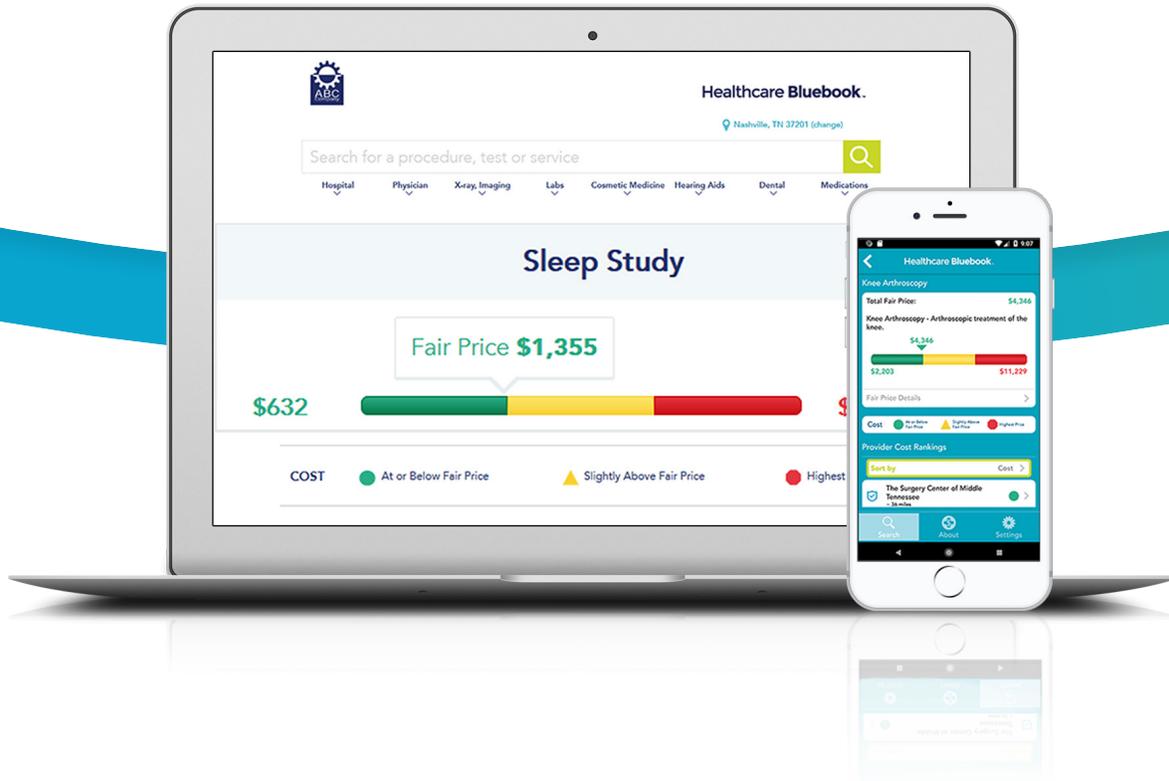
Procedure Pricing	Low	High	Δ (%)
Abdominal Ultrasound	\$99	\$1,064	974%
Cataract Surgery	\$1,867	\$9,892	429%
Chest CT (w/o Contrast)	\$265	\$1,871	606%
Colonoscopy Screening	\$1,054	\$7,639	624%
Knee Arthroscopy	\$4,077	\$21,077	416%
Shoulder MRI (w/o Contrast)	\$437	\$3,975	809%
Sleep Study	\$811	\$6,649	719%
<b>AVERAGE VARIANCE</b>			<b>726%</b>

“A key part of our benefits strategy is providing our health plan members with cost and quality navigation. Healthcare Bluebook has been an outstanding partner in providing a user-friendly online healthcare shopping experience to promote value-based decision-making.”

- Director of Human Resources  
Enterprise Bluebook Client

## ((o)) DECIDING TO GO LIVE

Bluebook was particularly attractive as an online healthcare shopping solution for this client because of our simple interface and ease of use. Like many employers in the education sector, this client has a diverse workforce with a broad range of ages, several different languages, and different levels of comfort with technology. Bluebook's intuitive design made access and understanding cost and quality easy for all employees.



HR and benefits managers used *Bluebook Central*<sup>™</sup>, a database of turnkey education and communications material, to quickly spread the word about Healthcare Bluebook among members. *Bluebook Central* materials include personalized messaging, predictive analysis, engagement contests, email marketing templates, social media campaign playbooks, on-site marketing tools, and more.

After just one year, the results were in and far exceeded the client's expectations. Their initial program ROI was 4:1 with an average savings of \$1,500 every time a member shopped for many common medical procedures using Bluebook.

# \$1,500

avg. employer savings each time a member shopped with Bluebook

# 4:1

initial program return on investment

## INCENTIVES TO DRIVE COST-CUTTING

In addition to taking advantage of the resources in *Bluebook Central*, our client also decided to use Healthcare Bluebook's integrated incentive program, *Go Green to Get Green™*, to reward members for shifting from high-cost to high-value "green" facilities and providers.



Before the Bluebook implementation, members were using high-value healthcare providers less than 20% of the time for common "shoppable" procedures. Two years after the client began Bluebook's integrated incentive program, analytics showed that 60% of enrolled members were utilizing high-value green providers, an increase of 200%. This significant shift from high-cost to high-value provider utilization helped our client cut its healthcare spend while enabling their members to save on out-of-pocket costs.

## WERE THE CLIENT'S GOALS ACHIEVED?

Bluebook's commitment to our solution's ease of use provided members a program that is intuitive for consumers of all ages and backgrounds. *Bluebook Central's* education materials and the *Go Green to Get Green* integrated incentive program made it easy to engage members with the Bluebook solution.

By combining member awareness efforts and a strong incentive program, our client was able to successfully cut healthcare costs with an impressive initial program ROI of 4:1 while delivering satisfying employee experiences.

**How much did you overpay for healthcare today?  
Contact us to start saving now.**

(615) 806-6302 x 303 | [explore@healthcarebluebook.com](mailto:explore@healthcarebluebook.com) | [healthcarebluebook.com](http://healthcarebluebook.com)

1. Robert Wood Johnson Foundation. "How Employers Can Improve Value and Quality in Health Care." *Patient-Centered Primary Care Collaborative*, January 2013  
2. Nicholson S., et al. "How to present the business case for healthcare quality to employers," *Applied Health Economics and Health Policy*, 2005.