



A SELF-INSURED EDUCATION SYSTEM INCREASES USE OF COST-EFFECTIVE PROVIDERS BY 200% USING BLUEBOOK INTEGRATED REWARDS PROGRAM

A large Midwestern education system with 6,000+ employees used Healthcare Bluebook's *Go Green to Get Green™* integrated incentive program to drive smarter healthcare consumerism. With Bluebook's dedicated client services staff and industry-leading engagement resources, the client realized a 4:1 initial program ROI and helped its members save thousands in out-of-pocket expenses.



! IDENTIFYING THE PROBLEM

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

When employees choose high-cost providers, both employers and employees end up overpaying for "shoppable" procedures, which make up approximately 30% of all healthcare spending among U.S. employers. And without access to quality rankings through a reliable transparency partner, employees are subject to poor quality providers, adverse health outcomes, and increased absenteeism.¹

✓ 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%
AVERAGE VARIANCE			726%

Healthcare Bluebook implemented on time with a mere 15-hour time commitment from the client's staff. After implementation, our client's employees quickly began navigating to high-quality, cost-effective providers using Bluebook's Fair Price™ cost estimates and quality rankings.

To raise member awareness about Bluebook, HR and benefits managers used *Bluebook Central*™, a database of turnkey communications material that includes personalized messaging, predictive analysis, engagement contests, email marketing templates, social media campaign playbooks, on-site marketing tools, and more.

“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

🎁 USING REWARDS TO DRIVE UTILIZATION

Our client also opted to implement *Go Green to Get Green™*, Healthcare Bluebook's integrated incentive program, which rewards employees for shifting from high-cost to high-value "green" facilities and providers.

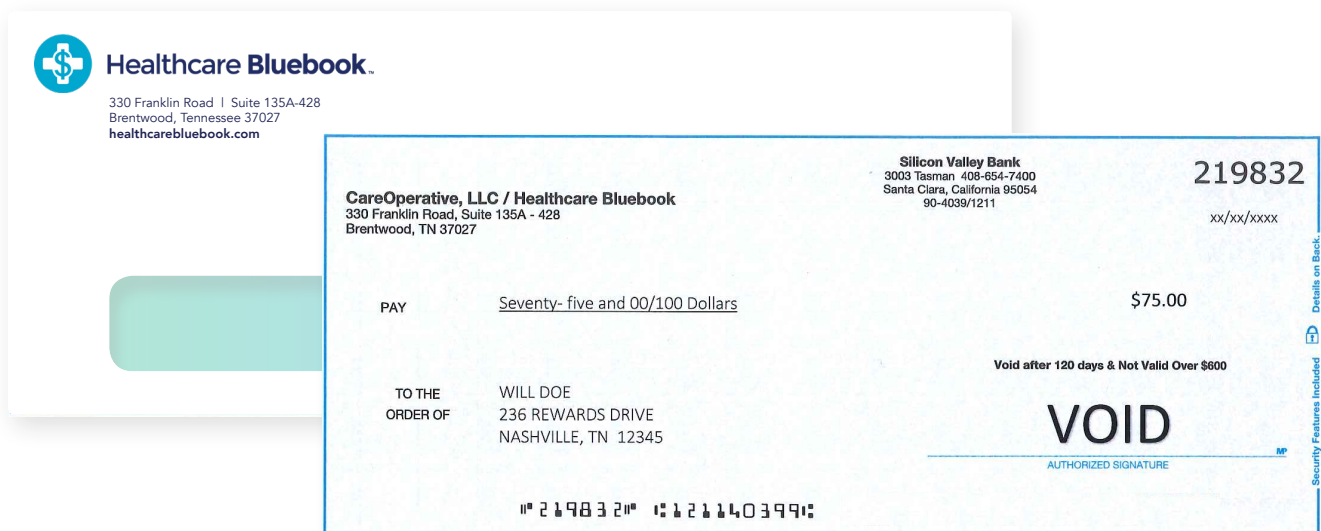
When employees search for a procedure on Healthcare Bluebook, results show local facilities categorized by colors that correspond to their Fair Price rating. If a facility has a green rating, it means that facility charges prices at or below Bluebook's Fair Price estimate for the searched procedure. Bluebook uses commercial claims data, or actual amounts paid on real claims, to determine and present consumers with the most accurate procedure price estimates in the industry.



🛒 SHOP SMARTER, SAVE MONEY, EARN REWARDS

Rather than rewarding employees for simply performing a search, Bluebook's *Go Green to Get Green* incentives program rewards employees for making better, cost-effective choices on care. When an employee visits a green Fair Price facility, they will receive a check from Healthcare Bluebook in the mail, along with a letter explaining their reward and why it pays to be a smart healthcare shopper.

Bluebook incentives reinforce out-of-pocket savings for employees who have not met their deductibles and choose cost-effective facilities and physicians. For employees who have already reached their deductibles, an incentives program is a reminder and motivator to continue using a transparency solution to check for quality ratings and cost.



Before Bluebook implementation, our client's members were visiting cost-effective providers less than 20% of the time for shoppable healthcare procedures. Two years after the implementation of Bluebook's integrated incentive program, utilization of green Fair Price providers grew to 60% to help employees save more of their hard-earned money and accelerate healthcare cost-cutting for the client.



WERE THE CLIENT'S GOALS ACHIEVED?

Using the *Bluebook Analytics*[™] dashboard, our client was confident that their initial investment delivered a 4:1 ROI with an average \$1,500 in savings each time an employee used Bluebook to shop for common medical services. Bluebook also helped our client move a significant number of employees who were using high-cost providers to more cost-effective, high-quality providers in their network.

With Bluebook's intuitive user interface, *Bluebook Central's* member education resources, and the *Go Green to Get Green* integrated incentive program, our client found the right combination of engagement features that resulted in significant healthcare savings and an impressive program ROI.

**Would you like to increase your employee engagement?
Contact us now.**

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1. Nicholson S., et al. "How to present the business case for healthcare quality to employers," *Applied Health Economics and Health Policy*, 2005.