



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

7,000+ Clients

3.8 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 CareConnectSM In-Network Navigation

Dedicated Member Concierge guides members to high-value physicians and facilities that consistently deliver high-quality care at a Fair PriceTM



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

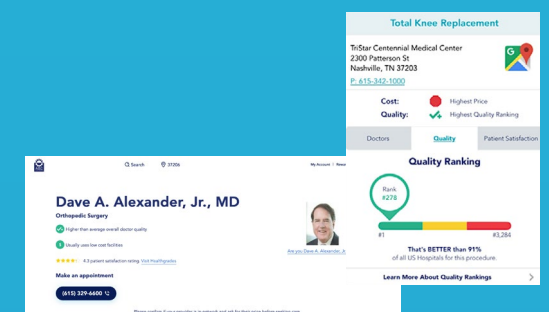
Confirms member rewards for using high-quality, lower-cost providers

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

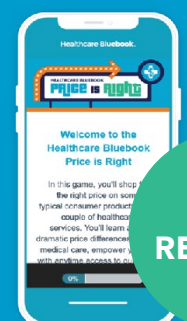


Proven Engagement Methodology

Educate, Remind, & Reinforce with gamification and constant communication

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

Total Rewards Distributed: 333,000 Rewards | \$17,500,000 Value




\$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?

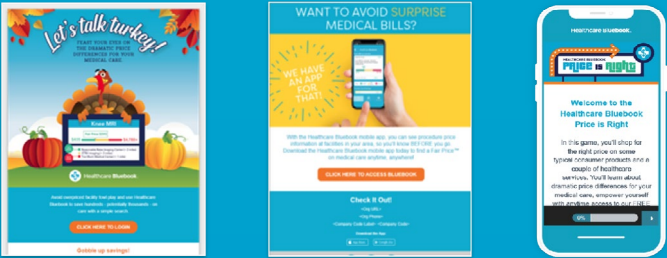
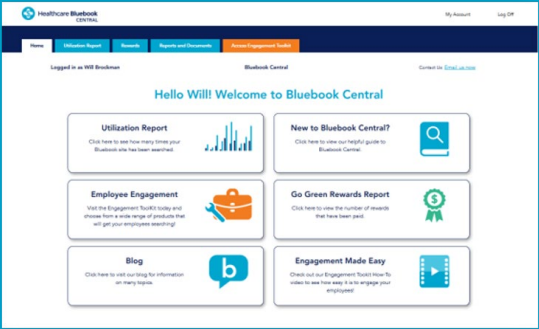
Cost	All prices analyzed using commercial claims data Prices based on allowed amounts (negotiated in-network rates)
Quality	Data Source – CMS Standard Analytic File - 3 years of data Scores calculated directly from claims data Risk & Volume adjusted with additional metrics



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.

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