

Healthcare Price Transparency Rules: What You Need to Know

What Are the Three Rules?

1. **Health Plan Transparency Rule:** Three-phase rule (starting Jan.1, 2022) eventually requiring health plans to offer an online shopping tool that shows the negotiated rates and personalized out-of-pocket costs for procedures, drugs, DME, and other items and services.
2. **Hospital Transparency Rule:** Requires hospitals to publish, among other information, payer-specific rates for certain services on their websites beginning on Jan.1, 2021.
3. **Rx Rule:** Mandates if a prescription drug costs >\$35 for a 30-day supply and is covered by Medicaid or Medicare, pharma companies must issue a direct-to-consumer televised advertising of the drug's list price.

What Are the Phases and Deadlines for the Health Plan Price Transparency Rule?

- **Jan.1, 2022:** Health plans must make publicly available standardized and regularly updated data files, which would open new opportunities for research and innovation to drive improvements in the healthcare market.
- **Jan.1, 2023:** Health plans must offer an online shopping tool to allow consumers to see the provider and health plan negotiated rate, as well as a personalized estimate of their out-of-pocket cost for 500 of the most shoppable items and services.
- **Jan.1, 2024:** Shopping tools must show the costs for the remaining procedures, drugs, DME, and any other item or service a patient may need.

How Will This Impact Employers & How Can Bluebook Help Ensure Compliance?

It's too early to be sure about what the impact will be for employers; however, the expectation is that Third-Party Administrators (TPAs) and Administrative Services Only (ASO) plans will help their employer clients meet the rule's requirements, with expected penalties levied against those that aren't compliant.

Although there are still unknowns, Bluebook is ready to help address the requirements put forth in the Health Plan Price Transparency rule for our TPA clients. Currently, our product team is reviewing the final rules and planning product enhancements to help plan administrators ensure their clients stay compliant. Anticipating the outcome, our technology team has already begun updating our platform to help our clients meet the rule's requirements.

In the meantime, please [contact me](#) with any specific questions or concerns.