FAIR Health Consumer Platform

FAIR Health Background

- **Origins:** Established as a conflict-free, independent, national not-for-profit

- **Mission:** To bring transparency and integrity to healthcare costs and health insurance information

- **Action:** Fulfills mission with robust data products and custom analytics, award-winning consumer tools and research platform

Certified as Qualified Entity by CMS, receiving national Medicare Data - Parts A, B and D

FH Consumer Site Key Milestones

- 2011 – Consumer Site (fairhealthconsumer.org) launched
  - National Medical and Dental Cost Estimates – geozip level
  - Educational Resources – Insurance Basics
- September 2017 – YouCanPlanForThis.org launched

NY State Specific Enhancements	National Enhancements
Provider cost information for 100 common medical procedures	Enhanced User Interface and updated educational content including insurance basics, glossary, videos
Hospital cost information for select regions (Buffalo, Syracuse, Upper Westchester, and Albany)	De-identified, estimated "allowed" (i.e., negotiated in-network) amounts for medical procedures to help consumers manage their high deductible health plans
Quality toolkit – talking points about provider quality.	Cost bundles for 25 distinct "episodes of care" such as diabetes and asthma

Medical Cost Lookup Results Page

Consumers can click for a video that explains the estimates on this page.

This page shows different estimates:
- **Blue circle**: shows the total non-negotiated full provider charge. This amount reflects the total cost of the primary procedure and related procedures/supplies (e.g., anesthesia, ocular lens). This is relevant to those without insurance or those seeking care out-of-network.

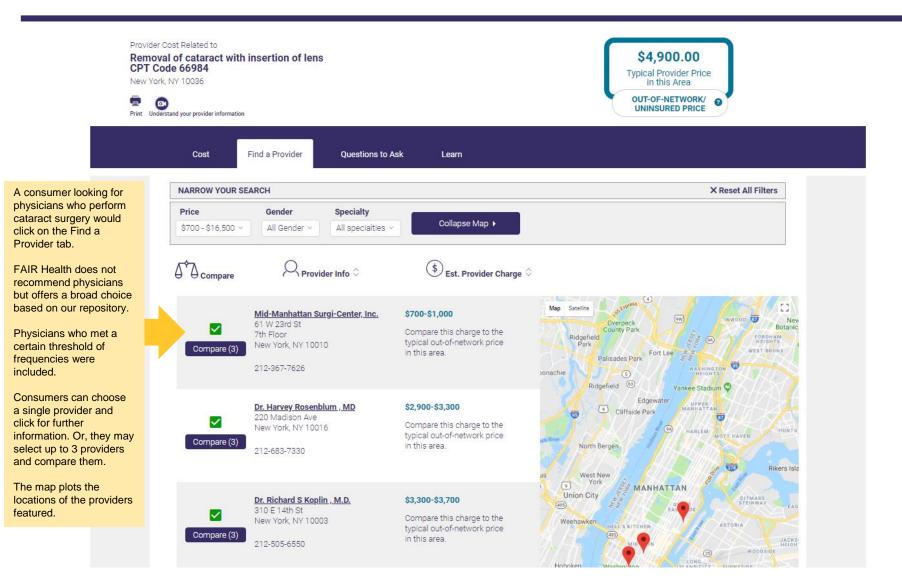- **Orange circle**: shows the aggregated, de-identified in-network negotiated amount for the service. This amount reflects the total cost of the primary procedure and related procedures/supplies (e.g., anesthesia, ocular lens). This is relevant to those seeking in-network care but who have not yet met their deductibles.

An insured consumer seeking to go out-of-network would click on "See out-of-network reimbursement" on the top left corner of the "Cost" tab.

These columns show itemized in-network and out-of-network amounts for primary and related procedures.

Procedures that are not applicable can be removed.

FAIRHealth Consumer

Medical Costs   Dental Costs | Insurance Basics   Resources   Quality   Glossary   About Us   Contact Us   Newsletter   Search

Total Cost Related to
Removal of cataract with insertion of lens CPT Code 66984
New York, NY 10036

Print   Understand your costs

$15,246.00
OUT-OF-NETWORK/ UNINSURED PRICE

$7,140.00
IN-NETWORK PRICE

Cost   Find a Provider   Questions to Ask   Learn

See out-of-network reimbursement   Search Again

	OUT-OF-NETWORK/ UNINSURED PRICE	IN-NETWORK PRICE
Primary Medical Procedure		
Removal of cataract with insertion of lens (CATARACT SURG W/IOL 1 STAGE) CPT Code : 66984 △ Remove from Total Cost	$4,900.00	$1,633.00
⊖ **Related Costs (if Applicable)**	$10,346.00	$5,507.00
Anesthesia Anesthesia for lens surgery CPT Code: 00142 Remove from Total Cost	$1,280.00	$825.00

FAIRHealth
Know Your Source   FH

Provider Detail

Provider Cost Related to
**Removal of cataract with insertion of lens
CPT Code 66984**
New York, NY 10036

🖶 📹
Print   Understand your provider information

$4,900.00
Typical Provider Price
in this Area

**OUT-OF-NETWORK/
UNINSURED PRICE** ❓

| Cost | Find a Provider | Questions to Ask | Learn |

A consumer looking for physicians who perform cataract surgery would click on the Find a Provider tab.

FAIR Health does not recommend physicians but offers a broad choice based on our repository.

Physicians who met a certain threshold of frequencies were included.

Consumers can choose a single provider and click for further information. Or, they may select up to 3 providers and compare them.

The map plots the locations of the providers featured.

NARROW YOUR SEARCH   ✕ Reset All Filters

| Price | Gender | Specialty | |
| $700 - $16,500 ⌄ | All Gender ⌄ | All specialties ⌄ | Collapse Map ▸ |

⚖ Compare   👤 Provider Info ⇕   ＄ Est. Provider Charge ⇕

☑
Compare (3)

Mid-Manhattan Surgi-Center, Inc.
61 W 23rd St
7th Floor
New York, NY 10010

212-367-7626

$700-$1,000

Compare this charge to the typical out-of-network price in this area.

☑
Compare (3)

Dr. Harvey Rosenblum , MD
220 Madison Ave
New York, NY 10016

212-683-7330

$2,900-$3,300

Compare this charge to the typical out-of-network price in this area.

☑
Compare (3)

Dr. Richard S Koplin , M.D.
310 E 14th St
New York, NY 10003

212-505-6550

$3,300-$3,700

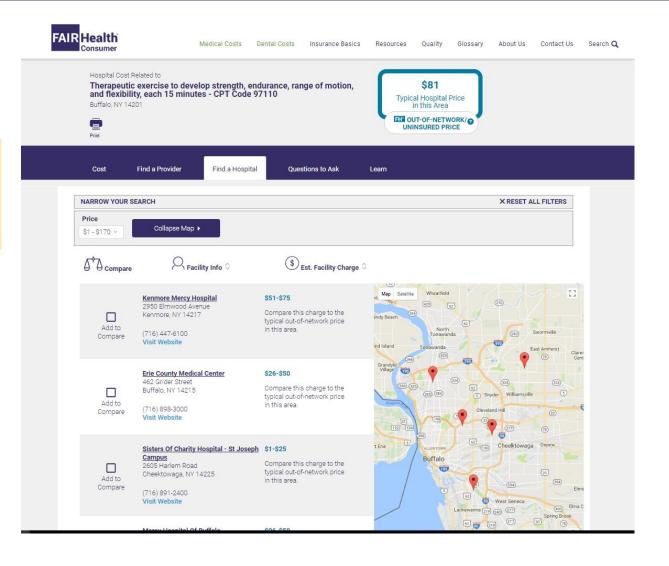Compare this charge to the typical out-of-network price in this area.
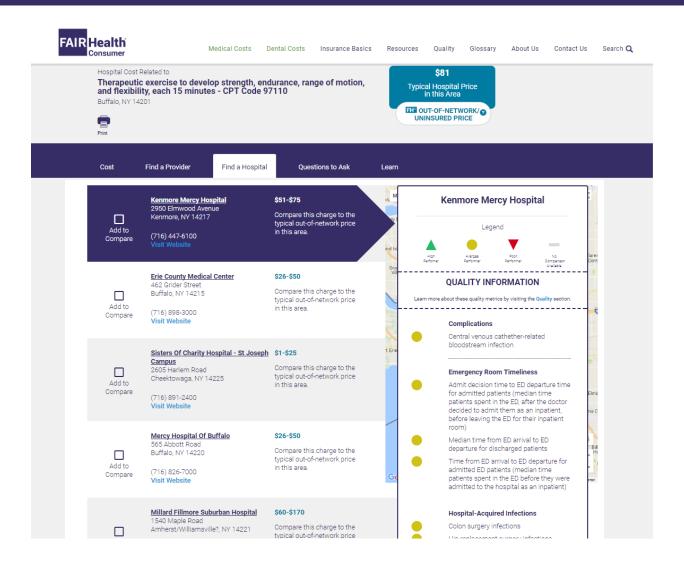
Find a Hospital

After clicking on the "Find a Hospital" tab a consumer would be presented with a list of hospitals and a range of prices for each.

Hospital Quality Detail Function

Promotional Efforts

Usage Metrics (through Aug 2018)

Metric	Value
Sessions	85,000
Users	68,000
New visitors	88%
Returning Visitors	12%
Pages/Session	8
Time/Session	4:39
Time of Day	5-9

Channel	%
Direct	69%
Social	28%
Referral	5%
Organic Search	2%

Age	%
65+	30%
55-64	20%
35-44	14%
45-54	13%
25-34	13%
18-24	10%

Technology	%
Mobile	74%
Tablet	15%
Desktop	11%

Gender	%
Female	63%
Male	37%

Insurance Status	%
Out-of-Network	30%
Not Sure	30%
In-Network	26%
Uninsured	14%

Top Searches	
MEDICAL	DENTAL
MRI	root canal
colonoscopy	implant
dermatological	orthodontic
physical therapy	extraction
emergency	crown
ct scan	bridge

Consumer Feedback: Survey

- Introduced February 2018

- Over 1,000 responses

- Most respondents (74%) visited the site to obtain a cost estimate

- When asked how they had planned to use the cost estimate, respondents commonly cited:
  - To plan costs for a family member or relative
  - To negotiate costs with a provider
  - To decide whether or not to obtain a service or procedure

- Over half (59%) of respondents indicated that the website improved their ability to make healthcare decisions and navigate the healthcare system.

- Most respondents (71%) indicated that they found what they were looking for on the site

Partnering

- **New York State Health Foundation**
  - Grant funded YouCanPlanForThis.org enhancements
- **New York Community Trust**
  - Grant funded Spanish version of YouCanPlanForThis.org
- **Project Advisory Committee**
  - Representatives from provider, payor, consumer communities (incl. Hospital Association of New York State & Medical Society of New York State)
- **Media**
  - Donated Place-based advertising
  - Donated Adwords (Google Grant)
  - Paid Social Media - Facebook Ads

Overall New York State usage increased by ~30% compared to previous year