

APCD Informed Consumers?

Utah's Approach to Moving the Needle

How did Utah reach out to consumers?

Utah Department of Health in partnership with *HealthInsight* Utah.

HealthInsight conducted consumer focus groups to understand their interests.

We produced a price transparency module on UtahHealthScape.org

How much does it cost to have a baby?

What hurdles did Utah encounter?

Lack of consumer outreach expertise internally.

Low traffic to reporting sites.

Department of Health

Department of Insurance

Trouble making sites actionable for consumers.

How do they buy insurance or schedule an appointment?

What do we do now?

Get the best data in the right hands to produce information for consumers.

UDOH has an ongoing partnership with *HealthInsight*.

Update maternity cost comparisons (by facilities)

Explore “trusted partnerships” with interested parties in our community.

Encourage information production through licensing.

Contact

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