



# Trisus Pricing Transparency

Going Beyond the Price Transparency Requirements with The Craneware Group Expertise

With the exponential power of **Trisus**, The Craneware Group helps you go beyond the regulation requirements.

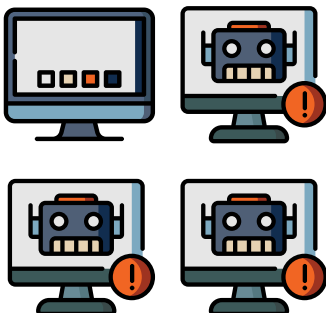
Beginning in January 2021, hospitals are required to post standard charges and 300 shoppable services on their websites. Almost immediately, bots and automated software applications programmed to do specific tasks, are expected to begin scraping and compiling your prices into databases.

With today's internet culture of outrage, how quickly will websites pop up that promote bad hospital pricing, stating our healthcare providers are gouging patients with unreasonably high prices? Should we expect news organizations to target hospitals as bad-faith actors and promote negative public sentiment toward our healthcare workers? What if your organization becomes a "Trending Topic" on Twitter because a few shoppable services seem overpriced to the public, causing thousands of Tweets disparaging your facility and staff?

Faced with these possibilities, healthcare professionals must take control of the pricing conversation in a proactive and defensible manner. With the exponential power of Trisus, Craneware helps you go beyond the regulation requirements. Trisus Pricing Transparency is a free offering from Craneware that assists hospitals with the changing dynamics pricing transparency brings to the market, meeting the rule, but also providing valuable analytical insights on shoppable service recommendations, patient search behavior, and market pricing changes.

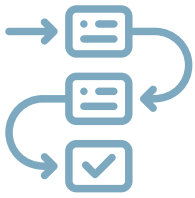
**DID YOU KNOW?**

It's estimated that "more than half of Internet traffic is bots scanning content, interacting with webpages, chatting with users, or looking for attack targets".<sup>1</sup>



<sup>1</sup> <https://www.cloudflare.com/learning/bots/what-is-a-bot/>

# WHAT WE DO FOR YOU



## Create a strategic plan for posting shoppable services.

With the pricing transparency rule, expected impacts could include additional scrutiny of pricing structures, price competition, a need to make changes to pricing strategy, and challenges created with payor negotiations. Trisus Pricing Transparency provides the information needed to make strategic decisions on the 230 hospital-selected shoppable services.



## Simplify the process.

If resources are limited due to extensive IT projects, Craneware can help you meet the pricing transparency rules by providing web hosting services with a user-friendly interface for patients to quickly find the information they need. Craneware will provide a link to post or embed on your organization's website, opening up to your specific pricing portal.



## Ensure compliance and competitiveness.

Trisus Pricing Transparency provides comparative pricing data, on a national level, to assist your team in ensuring your pricing is competitive. Quickly determine if pricing needs to be adjusted and if any outliers, both low and high, are identified. Compliance with the pricing transparency rule not only avoids civil monetary penalties, but also helps your organization circumvent additional CMS disciplinary actions that require extensive administrative labor and expense to correct.



## Ready to start?

Partner with Craneware today to meet the pricing transparency rule requirements. For more information, visit [craneware.com](http://craneware.com) or call 404-364-2032.

The Craneware Group (AIM: CRW.L) is the leader in automated value cycle solutions, collaborating with U.S. healthcare providers to plan, execute and monitor operational, financial and clinical performance so these leading organizations continue to drive better outcomes for the communities they serve. The Craneware Group's Trisus platform is an efficiency multiplier - automating quality audits, identifying waste, and streamlining administrative workflows. Our value cycle management suite includes charge capture, strategic pricing, 340B management, claims analytics, patient engagement, revenue recovery and retention, and cost and margin intelligence solutions. Learn more at [thecranewaregroup.com](http://thecranewaregroup.com).

