



Trisus Pricing Transparency

Going Beyond the Price Transparency Requirements with the Expertise of The Craneware Group

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

In January 2021, The Centers for Medicare and Medicaid Services (CMS) required hospitals to post standard charges and 300 shoppable services on their websites. Almost immediately, bots and automated software applications programmed to do specific tasks, were expected to begin scraping and compiling hospital prices and payor negotiated rates into published databases.

Since then, the healthcare industry has seen an increase in the following:

- CMS pricing transparency compliance audits and fines
- Visibility of pricing and payor rates to competitor organizations
- Emergence of third-party vendors such as researchers, patient advocacy groups, and data miners
- Sensationalist headlines that target hospitals as bad-faith actors and promote negative public sentiment toward our healthcare workers

What if your organization becomes a “trending topic” on social media because a few shoppable services seem overpriced to the public, causing thousands of messages disparaging your facility and staff?

Faced with these possibilities, healthcare professionals must take control of the pricing conversation in a proactive and defensible way. The Craneware Group helps you go beyond the regulation requirements with the exponential power of Trisus. Our Pricing Transparency solution is available to every hospital at no charge, and it assists hospitals not only with meeting rule requirements and the changing dynamics pricing transparency brings to the market, but also provides valuable analytical insights on shoppable service recommendations, patient search behavior, and market pricing changes.

Organizations that leverage Trisus Pricing Transparency in conjunction with Trisus Pricing Analyzer can utilize payor negotiated contract rates for compliance with CMS pricing transparency, and automate strategic price modeling to create transparent and defensible pricing, while improving net revenue. Understanding peer hospital pricing, specifically related to shoppable services, is essential to price modeling and remaining market competitive.

Hospitals have spent

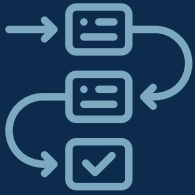
\$100+ MILLION

in the first three years of Pricing Transparency¹

DID YOU KNOW?

¹ <https://www.federalregister.gov/d/2019-24931/p-39>

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, The Craneware Group 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. The Craneware Group will also provide a link to post or embed on your organization's website, opening in 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 The Craneware Group today to meet the pricing transparency rule requirements. For more information, visit craneware.com or call 404-364-2032.

For over 20 years, Craneware has partnered with hospitals and health systems across the country to help improve and sustain financial performance. Trisus Pricing Transparency demonstrates our commitment to continue evolving with the market and our customers with the Trisus Platform – Craneware's innovative new way of combining revenue integrity, cost management, and decision enablement data into a single cloud-based platform.

