Trisus Pricing Transparency

Going Beyond the Price Transparency Requirements with Craneware Expertise

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.

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".[1]

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

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.

Go beyond the regulation.

Trisus provides analytics to help you drive the conversation and proactively set prices to avoid negative impacts. You can see the top shoppable services your patient community is searching for, top shoppable services in your market and nationwide, and break downs by payor. You'll have direct data, reducing reliance on payors, to create market-driven dynamic pricing models.

Ready to start?

Partner with Craneware 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.

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