

Expanding Price Transparency Tools Beyond Price Shopping

Summary of Discussion

CalPERS offered “CalPERS Compare”, a healthcare price transparency tool created by Castlight Health, to its non-Medicare Preferred Provider Organization members in 2014. At the time, healthcare price transparency was viewed as an avenue to engage members in their healthcare and reduce costs for members and CalPERS. In 2017 several studies were published and presented to the board about the disappointing effectiveness on creating savings of “CalPERS Compare” and price transparency tools in general. Because a large proportion of users did not use the tool for price transparency but for examining their benefit design or claims history, the benefit of these tools may not be financial but increased plan satisfaction through better access to information.

Castlight Health will provide an overview of their web and smartphone application. Mr. Feit will discuss the core features of their product, including prices, physician and facility location services, search and education. Additional features have been added over time to increase engagement, including auto-targeted recommendations of Anthem’s programs and reference-priced procedures. Also, proposed strategies to increase use and create sustained and engaged users in 2018 will be presented.

Anthem will discuss price transparency and other strategies that they use to increase member engagement among CalPERS members and among their other clients. While some of these strategies are aimed at directly increasing member engagement, other strategies target physicians to increase consumer engagement.
