

Expanding Price Transparency Tools Beyond Price Shopping

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Price transparency

- 21 initiatives in 2012 included price transparency
- Consumer engagement
 - Price variation
- CalPERS Compare offered in July 2014 to PPO members
 - Website and smartphone application
- Multifaceted evaluation with Harvard and HealthCore

'CalPERS Compare' evaluation findings

- Members believed in shopping for care on price and quality
- 23% of households used tool in first year
 - Only about 4% were sustained and engaged users
- No difference in overall rate of growth in spending
 - No difference in patients seeking reference pricing care
- Searchers for imaging services were 20% lower
- 77% of members satisfied with tool

Dr. Mehrotra's conclusions on price transparency

- Small fraction of people are signing up for tool
 - Even among those who sign up, few use the tool before seeking care
 - When they do use the tool, for most services, searchers do not choose a lower cost provider
- Thoughts on moving forward
 - Different types of benefit design
 - Targeting key groups of members and assisting them with shopping
 - Focus on prices for physician groups and systems vs. individual services