

2024

National **Healthcare Price
Transparency** Conference



Takeaways

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MARKET STRATEGIES

- Get data
- Use data
- Align payment
- Demand accountability



POLICIES TO INCREASE TRANSPARENCY

- Price transparency
- Data transparency
- Quality transparency
- Ownership transparency
- Financial transparency





POLICIES TO INCREASE COMPETITION

- Site neutral payments
- Spread pricing
- Physician non-competes
- Anti-trust



“I do not understand why, when I ask for a grilled lobster at a restaurant, I am never served a cooked telephone.”



LESSON:

Purchasers must ask for what they want no matter how odd it sounds to the receiver!



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