

Early Adopters Gain Competitive Advantage

Doing the bare minimum is certainly one way to address the CMS price transparency rules taking effect January 2021. But you'll miss the opportunity to articulate the true value of care your organization offers patients.

Done right, you can set yourself apart from others and create a better understanding of not only cost but overall healthcare value. Handled poorly, you risk creating patient distrust, confusion and leakage if they feel you are obscuring facts – or simply charging too much.

Providers who go further than just publishing the required data – those who simplify the complex and foster patient understanding and interaction – will reap an advantage. Because even though a medical professional's advice is the best influencer on consumer choice, cost increasingly matters.

Yet the extra communications effort appears daunting.

We can help.

As strategic communications experts, we focus on the consumer and patient experience, ensuring your information is clear, you are responsive to inquiries and you are assessing their attitudes about your pricing.



Research Shows

- » Patients searching price information are **more likely to be female, younger (non-Medicare), and to have a major health condition or comorbidity.**
- » Patients are **more likely to source price information by calling their doctor** than searching on a hospital website or calling their insurance company.
- » Consumers with **higher deductibles are more likely to compare prices** before receiving care.
- » Consumers **trust hospitals and doctors over payers** for the best information healthcare pricing.
- » **Two out of three** consumers say **cost impacts where they choose** to receive care.
- » Almost **40 percent** of consumers have used an online **price estimator tool.**

Source: Jarrard Inc. poll of 500 American consumers, September 2020

Our Approach

We have no learning curve in healthcare. We understand the intricacies of today's transparency requirements and how, handled well, they can inspire consumer trust in your organization. Our team can recommend technology vendor solutions, build custom communications plans that consider the physicians, staff, the public and media and provide training and toolkits for your teams.

-  **Context:** Ensure patients understand what they're seeing. Clearly define and explain the meaning of price transparency, cost and value for your organization.
-  **Communication:** Share inside and out. Train internal audiences – leaders, billing representatives, physicians, etc. first so they can converse with healthcare consumers.
-  **Clarity:** Avoid jargon and focus on concise language and visuals; post in easy-to-locate destinations.
-  **Technology:** Determine the best platform and format to publish; identify best digital tools for straightforward estimating and shopping.
-  **Measurement:** Scrutinize website analytics related to your pricing information to learn extent consumers are willing to dig for the info they need, use of any price estimation tool and more.

What You Get

Communications Toolkit

- » Talking points and FAQ for physicians, team members and external audiences
- » Memos to physicians and team members
- » Reactive media statements
- » A communications cadence
- » Recommended strategy for going beyond the required minimum

Core message platform

- » Foundation for both internal and external audiences
- » Showcases user-friendly approach to price transparency
- » Emphasizes cost and value that your organization offers

Internal Communications Support

- » Available, as needed
- » Leader and spokesperson training
- » Communications to board members
- » Digital content

Jarrard Phillips Cate & Hancock, Inc. is a strategic communications consulting firm devoted to helping healthcare providers navigate change, challenge and opportunity. Ranked a top-10 firm nationally, Jarrard Inc. has guided leaders at more than 500 healthcare organizations across the country through high-stakes moments.

Interested in learning more?

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