

PRICE TRANSPARENCY: WHAT IS NEXT?

Webinar: April 28 at 11 am



Today's healthcare consumer presents new challenges for healthcare providers as patients face increased responsibility for their healthcare costs, forcing them to "shop" services. Add this to the Centers for Medicare and Medicaid Services (CMS) Price Transparency Requirements, implemented on January 1, and providers are presented with even further logistical challenges plus the need for meaningful and readily accessible price transparency.

Please join us on April 28 at 11 a.m. to learn about the price transparency solutions of PARA HealthCare Analytics, an HFRI Company and ICAHN Blue Star Partner. Featured speaker, Randi Brantner, MBA-HA, Vice President of Analytics, will focus on reviewing the requirements, outlining the consequences of non-compliance, and explaining the four critical tasks for compliance. She will also discuss what is on the horizon as hospitals navigate challenges surrounding rational pricing methodologies and payer contract management concerns.



Randi will be joined by Zac Heward, Patient Financial Services Manager with Rochelle Community Hospital. Together, Randi and Zac will discuss how PARA has been a valuable resource in helping RCH and other ICAHN members prepare for and meet the new price transparency rules



Upon completion of this webinar, attendees will be able to:

- Understand the required elements of the CMS Price Transparency mandates and the consequences of non-compliance
- Examine eight hospital revenue streams and pricing strategies for each
- Define the payer contract implications of price transparency and actions to protect net revenue



Join Zoom Meeting:

<https://icahn-org.zoom.us/j/96591466869?pwd=ZkdoUGpKN3l3SzhvSURhell1VUZUZzo9>

Meeting ID: 965 9146 6869

Passcode: ICAHN2021

Randi has a Master's in Business Administration, with a focus in Healthcare Administration, and is Six Sigma Black Belt-certified. She joined PARA HealthCare Analytics in 2012 and currently serves as its Vice President. Her team is responsible for a variety of financial analytics among all areas of the hospital including pharmacy, materials management, market-based pricing, contract management, and reimbursement analytics.