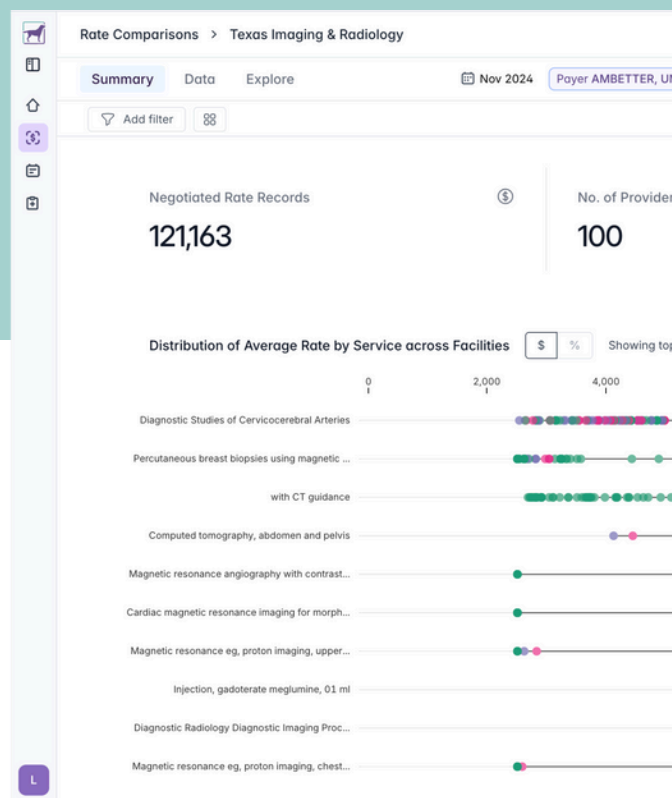# TRUSTED PRICE INTELLIGENCE

Democratizing price transparency insights for Healthcare Payers

The Federal Price Transparency regulations have created a powerful new way for healthcare payers to gain market intelligence and improve their competitive positions, but achieving real business value from price transparency data or Machine-Readable Files (MRF) has proven a significant challenge.

PurpleLab's **Trusted Price Intelligence** solutions unlock the value of price transparency by **integrating payer and hospital MRF data with longitudinal claims data, remittance data and industry-leading referential data sets** — *delivering a complete financial picture with real-world clinical insights.*

✓ **Benchmark your contracted rates** against competing payers for market positioning

✓ Understand how **procedures and services are coded and reimbursed** on provider contracts with competing payers

✓ Assess and compare provider service line offerings, utilization, and pricing to understand if they are **meeting member population needs**

✓ **Protect favorable reimbursement rates** or support strategic rate adjustments

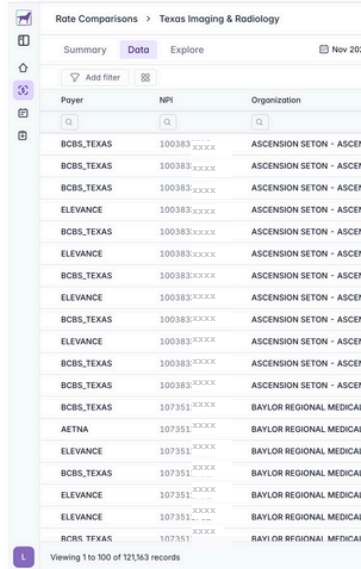✓ Understand **market rate positions** to inform new market expansion strategies

Rate Comparisons > Texas Imaging & Radiology

Summary | Data | Explore | Nov 2024 | Payer AMBETTER, U|

Add filter

Negotiated Rate Records
121,163

No. of Provider
100

Distribution of Average Rate by Service across Facilities — $ % Showing top

0 — 2,000 — 4,000

Diagnostic Studies of Cervicocerebral Arteries
Percutaneous breast biopsies using magnetic ...
with CT guidance
Computed tomography, abdomen and pelvis
Magnetic resonance angiography with contrast...
Cardiac magnetic resonance imaging for morph...
Magnetic resonance eg, proton imaging, upper...
Injection, gadoterate meglumine, 01 ml
Diagnostic Radiology Diagnostic Imaging Proc...
Magnetic resonance eg, proton imaging, chest...

RATE EXPLORER

Insight readiness with real-time exploration

PurpleLab®
HEALTHCARE ANALYTICS

RATE EXPLORER

A self-service platform that offers real-time exploration into,

- Provider NPIs
- Place of Service
- Clinical Service Line Details
- Payers
- Plan Type
- Billing Details
- Negotiated Rates and Types
- Validated Reimbursement Rates
- Claims Volumes

NEED ACCESS TO THE UNDERLYING DATA?

Our Trusted Price Intelligence solution offers **a query-ready source file option**, providing validated payer reimbursement rates (allowed amounts), comprehensive negotiated rates, provider demographics, payer specifics, and procedure-level details.

UNLOCK THE VALUE OF TRANSPARENCY WITH PURPLELAB INSIGHTS

✓ Claim Volume Metrics

- Negotiate contracts based on actual volume trends/insights
- Highlight and obtain fair rates for high-volume procedures or services that drive costs

✓ Validated Reimbursements

- A full cycle understanding of charges related to actual paid amounts
- Real-world validation of self-reported negotiated rates

✓ Provider Hierarchies

- View peers/competitors at the health system aggregate level – while capturing all individual care settings under their umbrella

✓ Standardized Payer

- Enable direct comparisons of the same procedures/services across payers with accuracy from mastered payer and plan-level insights

✓ Clinical Service Lines

- View aggregate categories and subcategories of procedures or services (e.g., oncology, cardiology)
- Focus on high-margin areas, rolled up to a macro level, and understand at what "grouping level" you need to negotiate

PurpleLab® HEALTHCARE ANALYTICS