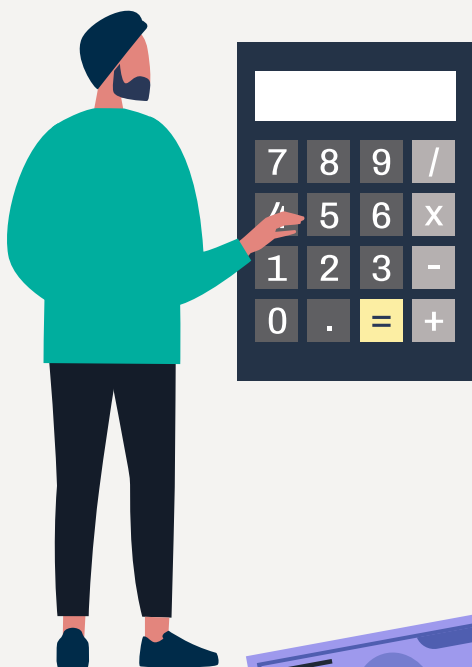


## REALIZE BIG SAVINGS BY INCENTIVIZING CONSUMER BEHAVIORS

Healthcare incentives drive consumers to low-cost care options, leading to long-term savings for you, your groups and members.



## HEALTHCARE IS EXPENSIVE—FOR EVERYONE



Healthcare spending is expected to reach an annual level of \$6.8 trillion by 2030, driven up by post-COVID spending and inflation in the economy.<sup>1</sup> Health plans and employer groups are working to address rising costs by retooling plan designs to include higher deductibles and greater cost shares by consumers. However, consumers aren't aware costs vary across locations or providers, making it challenging to take control of spending.

CMS' Transparency in Coverage mandate and No Surprises Act legislation take the first step in creating greater price transparency, but without education and motivation, may not drive the long-term consumer behavior change that generates cost savings.



**56%**

of Americans are not aware doctors' prices vary.<sup>2</sup>

**43%**

of healthcare costs incurred by commercially-insured populations are from "shoppable" services.<sup>3</sup>

# MEMBERS NEED SUPPORT

Members are looking to their health plan for help understanding healthcare costs. Cost variation exists across all services and care settings, but is especially present with imaging, outpatient and inpatient services. National pricing for a knee replacement ranges from \$6,400 to nearly \$53,000 based on geography and provider.<sup>4</sup> Similar variation can be found among procedures like colonoscopies, MRIs and childbirth. In extreme cases, prices for services can vary by 10 times<sup>5</sup>, depending on the payer or hospital—which has a substantial financial impact for everyone.

Federal price transparency mandates aim to make it easier for a member to know their individual cost for a specific service, but do members know how to get started?



**People are avoiding care as they are unsure of what it will cost, and that has long-term impacts.**

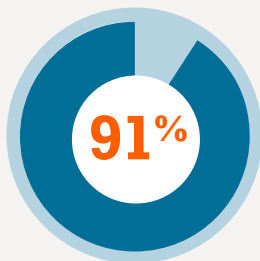
In a 2022 consumer study, **51%** of respondents with a high-deductible health plan have avoided care because they didn't know the costs.<sup>6</sup>

# CREATE MOTIVATION THROUGH FINANCIAL INCENTIVES

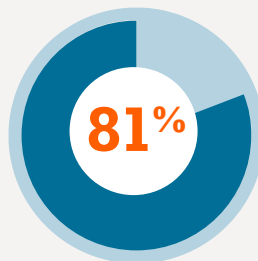
Financial incentives drive shopping behavior and creates long-term benefits through repeat behaviors. Encouraging the use of cost-effective care options can not only save money but also increase satisfaction as you focus on helping employers and consumers take charge of costs.

It's a win-win for consumers, employers and health plans involved in the healthcare journey.

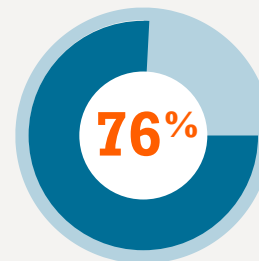
To better understand the potential for healthcare incentive programs, HealthSparq partnered with leading research firm Hanover to survey 1,030 health plan members. The results reveal important information about how to design and leverage healthcare incentive programs, to ensure the benefits are recognized by all.



are interested in healthcare incentive programs



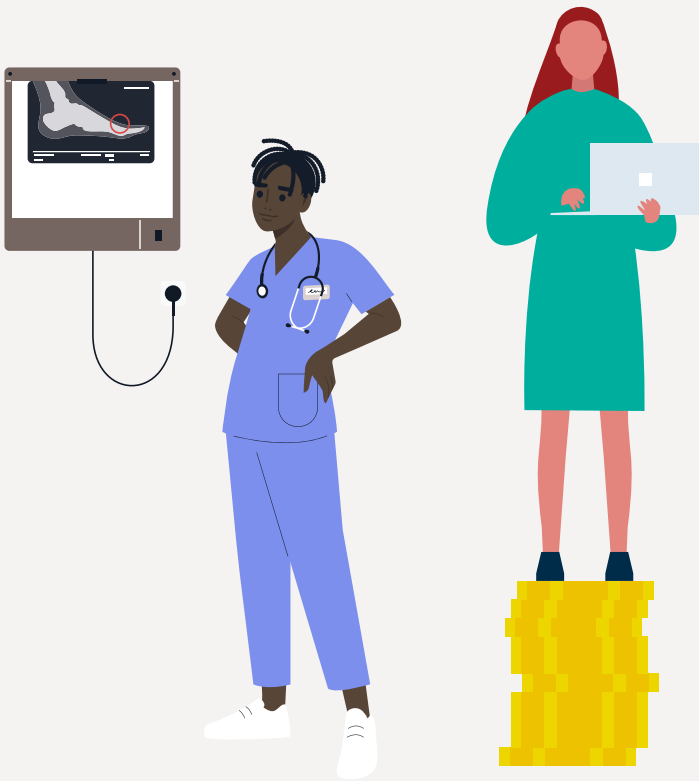
want their health plan to provide the tools they need to save money on healthcare



want their employer to give them the tools needed to save money

## Consumers are willing to change behaviors

The research study reveals incentives as low as \$25 have the power to move the needle. And complex, high-cost care options are not resistant to the power of an incentive.



**82%**

of consumers will choose a preferred lab for \$25.

**81%**

of consumers will choose a recommended imaging provider for \$50 incentive.

**76%**

will use recommended surgeon for \$250.

## People put cost-savings ahead of convenience

MEDICAL CENTER

An illustration of a medical center reception desk with a staff member and a patient.

**More than half (55%)** of consumers are likely to **use recommended providers** or facilities if they receive a reward.

An illustration of a red car with a driver.

**Two thirds would travel up to 20 miles** for a rewardable provider.

An illustration of a doctor in a white coat with a stethoscope.

**57% would ask for another referral** from their PCP if the original referral was not an incentivized care option.



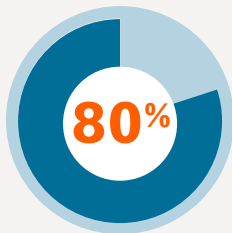
## Real-world behavior change

Matt knew he needed an MRI for a running injury, but what he didn't know was how much it might cost. Fortunately, Matt's health plan used an industry-leading incentive program, HealthSparq Rewards.

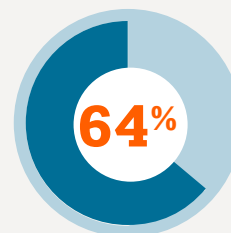
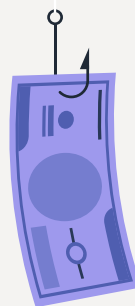
Through the health plan portal, Matt found several imaging center options and quickly discovered MRI costs varied from \$380 to more than \$1,500 depending on where he went. The least expensive options were considered rewardable, earning Matt a gift card incentive for making a lower-cost choice, on top of his out-of-pocket savings. Through the process, Matt learned that saving money for himself—and his health plan in the process—can be

## TAILORED PROGRAMS TO REACH YOUR GOALS

Incentive programs can take a variety of forms and the goals can vary across lines of business and employer groups. Programs can reward consumers for selecting the most affordable provider for services such as imaging, choosing a primary care provider (PCP), utilizing telehealth instead of urgent care or selecting quality providers from a high-performance network. Incentives can help improve outcomes and reduce costs by creating motivation.



of those who have used a health plan rewards program report a positive experience.



feel their rewards program is more valuable than other benefits offered by their employer.

**FIND OUT HOW HEALTHSPARQ REWARDS IS DELIVERING COST SAVINGS AND DRIVING ENGAGEMENT. VISIT [HEALTHSPARQ.COM](https://healthsparq.com) OR CONTACT [MARKETING@HEALTHSPARQ.COM](mailto:MARKETING@HEALTHSPARQ.COM)**

### Endnotes

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