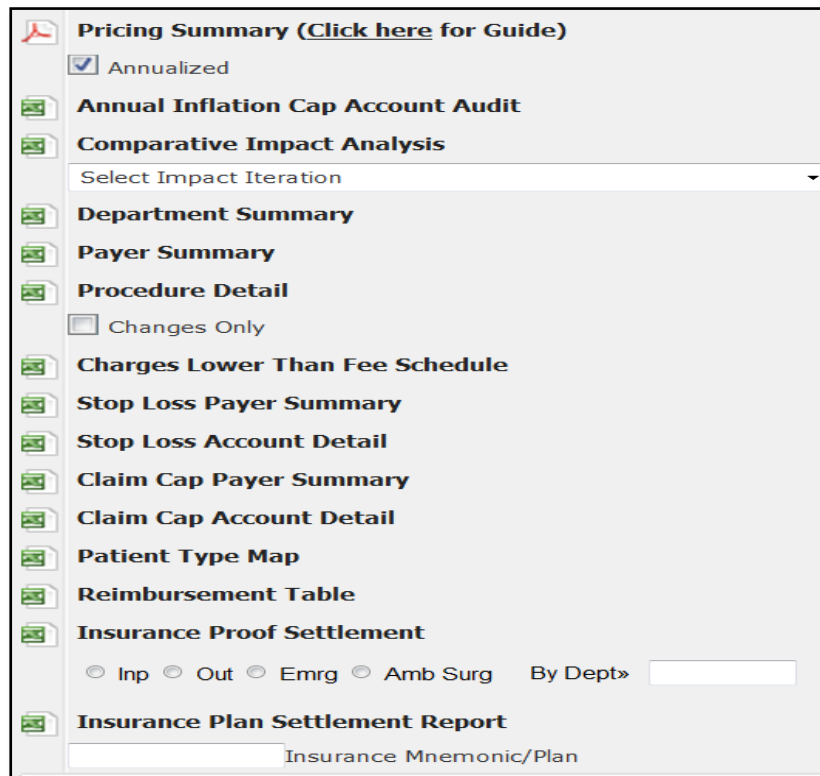


MARKET BASED PRICING

Healthcare provider prices are being scrutinized more than ever now with the Affordable Care Act in place. The demand for rational pricing is a major component to transparency, price competitiveness and earned reimbursement. It is imperative to ensure that your rates are justifiable.

The purpose of **PARA Market Based Pricing (MBP) Program** is to identify line items in the charge master which have negative patient satisfaction due to high prices, identify gross margin improvement opportunities due to low prices and to establish a rational pricing methodology by setting prices based on fee schedule, APC, cost, or competitive market pricing data.

The **PARA Market Based Pricing (MBP) Program** deliverables include review of existing prices, price transparency, market/cost based pricing, market analysis, contract modeling, a series of pricing iterations with recommended prices and quarterly post-implementation progress reports.



The screenshot displays a software interface for the PARA Market Based Pricing (MBP) Program. At the top, there is a link: "Pricing Summary (Click here for Guide)". Below this, a checkbox labeled "Annualized" is checked. The main area contains a list of report categories, each with a green folder icon: "Annual Inflation Cap Account Audit", "Comparative Impact Analysis", "Department Summary", "Payer Summary", "Procedure Detail", "Charges Lower Than Fee Schedule", "Stop Loss Payer Summary", "Stop Loss Account Detail", "Claim Cap Payer Summary", "Claim Cap Account Detail", "Patient Type Map", "Reimbursement Table", "Insurance Proof Settlement", and "Insurance Plan Settlement Report". Under "Comparative Impact Analysis", there is a dropdown menu labeled "Select Impact Iteration". Under "Procedure Detail", there is an unchecked checkbox for "Changes Only". Under "Insurance Proof Settlement", there are radio buttons for "Inp", "Out", "Emrg", and "Amb Surg", followed by a "By Dept»" label and a text input field. At the bottom, under "Insurance Plan Settlement Report", there is a text input field labeled "Insurance Mnemonic/Plan".

Contact your PARA Account Representative to learn more about PARA's Market Based Pricing program!

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