

WHA Information Center Launches Redesigned PricePoint Tool

New features enhance consumer price transparency



The Wisconsin Hospital Association Information Center (WHAIC) launched a redesign to its [PricePoint](#)

tool enabling consumers, patients, and other users to easily access and compare pricing information of health care services across the state.

The cornerstone feature of this redesign is a new plain-language search function, made possible by WHAIC partnering with Intelligent Medical Objects (IMO), known for capturing precise clinical data at the point of care and then standardizing it across settings and sources. The new search feature not only speeds up users' research time but also allows apples-to-apples comparisons of health care costs across the state. This applies to both consumers and providers, by allowing them to search for generic terms, such as "mammogram," or the CPT code. Searches for either term produce information about multiple facilities' median charges, average length of stay, and more for that particular service.

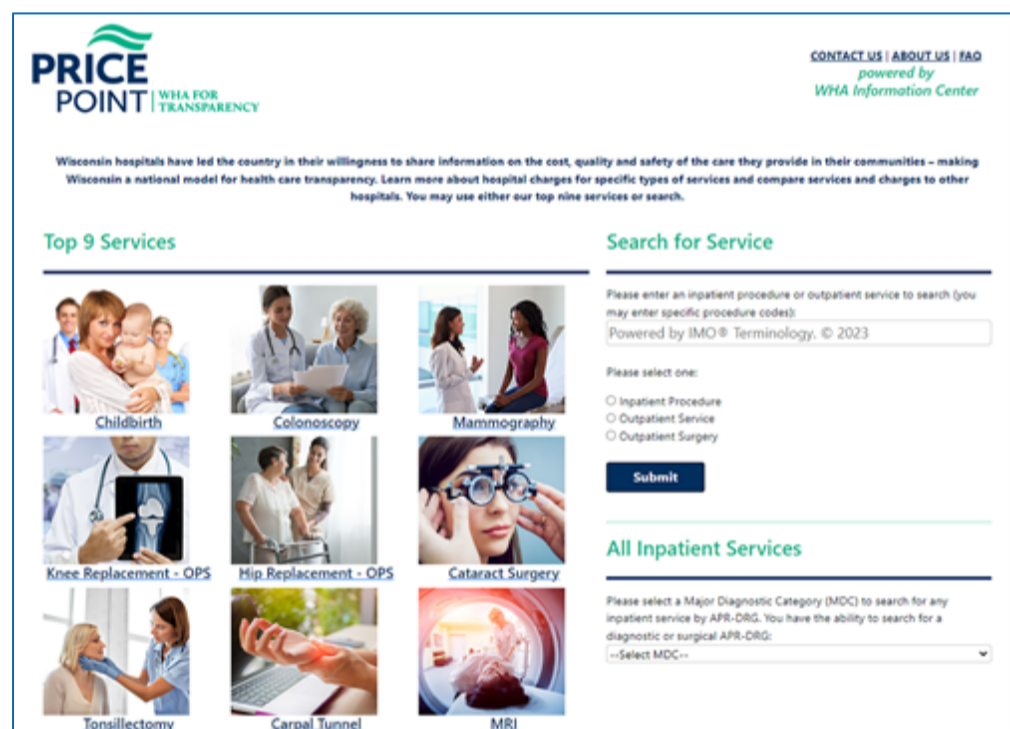
"Wisconsin has a long history of voluntary health care price transparency efforts by hospitals, with WHA's

PricePoint serving as the cornerstone of these efforts," said WHAIC Vice President Jennifer Mueller. "This user experience redesign is intended to assist consumers as they work with their health care provider and, importantly, their insurance company or other third-party payers to determine the financial obligations for hospital services they receive."

In addition to the newly announced features, PricePoint also delivers a variety of consumer-focused tools to assist patients in accessing necessary information from other entities besides hospitals, including:

- **Hospitals' Financial Assistance Policy and Contact Information:** Patients can easily access hospitals' financial assistance policy and contact information.
- **Quality Data:** Users can click the WHAIC CheckPoint tool logo when navigating each hospital's facility information page to gain direct access to information about that hospital's quality data.
- **Specific Out-of-Pocket Costs:** Consumers can input their specific health insurance provider and PricePoint will provide that insurer's contact information so the consumer can contact them directly to solicit details about out-of-pocket costs specific to them and their circumstances.
- **Insurance Information:** Consumers who don't already have a coverage policy can find information and a menu of options to obtain insurance coverage.
- **Post-Care Services:** PricePoint provides information about statewide averages for additional post-hospital services to help consumers know what to expect beyond the service they're searching for.

New Health Care Value Webpage



In addition to the PricePoint upgrade, WHA has built a new [health care value webpage](#). Health care value is a function of quality, access and cost. By several metrics, Wisconsin delivers strong value to patients, families and employers.

WISCONSIN HOSPITALS LEAD THE WAY IN

HEALTH CARE VALUE

Wisconsin is Ranked:

- **Second Best in the Nation for Rural Hospitals** | Wisconsin's rural hospitals rank the second best in the country by the Medicare Beneficiary Quality Improvement Program and has been in the top 10 states in the country ever since 2015.
- **Top Quartile in the Nation for Quality Care** | The federal Agency for Healthcare Research and Quality (AHRQ) ranks Wisconsin in the top quartile of states for quality healthcare.
- **8th Lowest Cost of Care in the Nation** | Forbes magazine recently released data showing Wisconsin's overall cost of care is the 8th lowest in the country.
- **7th Lowest in the Nation of Cost Deterring Patient Care** | According to United Health Foundation's America's Health Rankings, Wisconsin has the 7th lowest rate of patients who are deterred from seeking care due to cost.
- **Ranks 28 out of 50 for Overall Cost of Family Health Insurance - Better than Over Half the Nation** | Wisconsin is in the bottom half of states for overall family health insurance costs per enrollee.



To learn more about the PricePoint upgrade and how it serves as a resource for patients, WHA's Chief Operating Officer and Senior Vice President of Finance Brian Potter has provided a presentation to help the general public become more educated.

For questions, contact [Brian Potter](#).

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