

Certified Digital Health Care Pricing Tools:

Simplifying the Consumer Experience through Price Transparency

Americans deserve access to useful, personalized health care price and quality information to help guide their health care decisions.

Out-of-Pocket Spending

\$375.6 **2.2%**

Billion

Increase over
previous year

Navigating the U.S. health care system is unnecessarily complex and prohibitively expensive. And every day consumers are forced to spend more of their own money on care—usually without basic cost and quality information.

A 2017 survey of patients published in the journal Health Affairs found:

48%

of respondents were unaware of the price before receiving care

13%

had searched for expected out-of-pocket cost

10%

considered going to another provider.

3%

had compared costs across providers

Customized price and quality information that reflect a patient's individual coverage benefits in real-time is critical to making health care options more predictable and visible to consumers.

ACHP proposes a “seal of approval” for the highest quality digital pricing tools that provide consumers timely accurate and relevant information. Determined by an independent body, certified digital pricing tools must provide consumers:



Personalized guidance based on actual benefits, history and costs



An easy-to-use, searchable interface



Cost estimates for most treatments



Location, distance and convenience of care options



Patient support for complex care needs

With access to such independently certified sources of price and quality information, consumers would find shopping for medical services as comfortable as other retail experiences.