



Healthcare Bluebook™



## Healthcare Bluebook™

**Transparent pricing is the key to cost savings**

Finding providers within a network does not always guarantee the best price. That's because provider reimbursements may vary by as much as 500 percent. Members need support to determine the highest-value providers and the highest quality. This can help both members and employers save money.

**Meritain Health®**  
an  **aetna**® company

## Transparent pricing solution

Healthcare Bluebook is a pricing transparency solution that allows members to shop for providers based on costs. Pricing information, such as fees for medical procedures or Fair Price™, is available to help members compare and select the highest-value provider. By improving cost efficiency in provider selection, employers can save up to 12 percent of their total cost of care.

### Benefits of transparent pricing

- Support members in becoming educated and engaged health care consumers.
- Improve the member health care benefits experience.
- Impact bottom-line health care spending through improved cost efficiency in provider selection.



### Healthcare Bluebook Core Access: Transparent pricing and quality are available around the clock

Members can access Healthcare Bluebook any time, day or night, by visiting their member website at [www.meritain.com](http://www.meritain.com). Healthcare Bluebook also offers a user friendly mobile app for Apple® and Android™ devices. If reimbursement data is not available for a certain service, a Fair Price will be listed based on ZIP code. This provides a baseline to compare the costs of providers' services.

**To learn more, contact your Meritain Health® representative today.**

## Healthcare Bluebook Reward Programs

As part of Healthcare Bluebook, additional programs to enhance member experience are available to you.

- **All Green:** Includes Core Access and rewards all members who choose providers that charge at or below the Fair Price for select services that represent 10 percent of medical spend. No additional member action is required to earn the incentive.
- **Engagement Rewards:** Includes Core Access and rewards members who research their procedure through Healthcare Bluebook within 12 months of the date of service. Procedure categories represent 20 percent of medical spend, higher cash rewards, and include digital member engagement.
- **Engagement Rewards with CareConnect:** In addition to the Engagement Rewards features, this program offers members concierge support on certain high-dollar procedures.
- **EngagePlus:** Includes Core Access and rewards members who research their procedure through Healthcare Bluebook within three months of the date of service with a better benefit. Procedure categories represent 20 percent of medical spend. Better benefit is applied when claim processes at Meritain Health and includes digital member engagement.
- **EngagePlus with CareConnect:** In addition to the EngagePlus features, this program offers members concierge support on certain high-dollar procedures.

## Healthcare Bluebook Reference-Based Pricing Program

- **SmartSelect:** Includes Core Access and is a reference-based pricing program on certain procedures. Healthcare Bluebook sets the reference price by market and any amounts above the SmartSelect allowable amount become the member responsibility. This doesn't apply to maximum out-of-pocket amounts.

**Simple. Transparent. Versatile.**

At Meritain Health®, we're creating unrivaled connections.