

Powering the Future  
of Healthcare ▶

 **CitiusTech**

# Transparency enabled Health Plan Value Chain

Steps towards becoming an  
analytics-driven enterprise



[www.citiustech.com](http://www.citiustech.com)

## Who we are

As a strategic partner to some of the world's largest healthcare and life sciences organizations, we play a deep and meaningful role in accelerating digital innovation, driving sustainable value and helping improve outcomes across the healthcare ecosystem.

With a 100% focus on healthcare, CitiusTech is well-positioned to empower health plans at every step of their digital transformation journey. We focus exclusively on delivering specialized solutions and services across the healthcare digital value chain – spanning interoperability, data & analytics, digital engineering, provider performance management, and member experience management.

### 3 out of the 5

national plans are our customers

### 9 Blue plans

leverage our products and solutions



# Price Transparency in Coverage: Opportunities for different stakeholders

## What is Price Transparency?

As per CMS Transparency in Coverage Rule, from July 2022, Payers are required to publicly disclose negotiated rates of all services provided by their in-network providers in Machine-Readable Files (MRFs)

Use-case	Payers	Providers	Employers
<b>Cost Reduction</b>	Renegotiate contracts, referential pricing & savings from high-value services	Contracts with competitive pricing, value-based & outcome-based contracts	Financial incentives to move employees towards low-cost and high-quality care
<b>Network Optimization</b>	Adjust networks to ensure adequate member coverage and reasonable access	Focus on quality and cost profiles for VBC and/or care management programs	Identify networks that best meet the health needs of employee population
<b>Steerage</b>	Member incentives for effective and optimized utilization	Rewarded with a influx of patients by focusing on high-quality, outcome-centric care	Encouraging employees to select high-quality care options at low-cost providers

## Transparency comes with its own challenges

While most payers intend to capitalize on publicly exposed information & have a competitive edge in the market, there are several concerns to be aware of



**Enormous volume of data** is now available in the market, but is not easily interpretable or consumer-friendly on its own without a super-computer



**Data accessibility is a challenge** because payers have followed different approaches to publish their machine-readable files



**Data inconsistencies** from CMS mandated formats, mismatches and outdated numbers are at large making it difficult to analyze and extract a larger picture



**MRF data in silo is insufficient** unless combined with provider demographics, taxonomy related information to derive meaningful insights

# CitiusTech Price Transparency Solution

## End-to-end Data & Analytics Offering for Healthcare Price Transparency

### 1 Regulatory Compliance

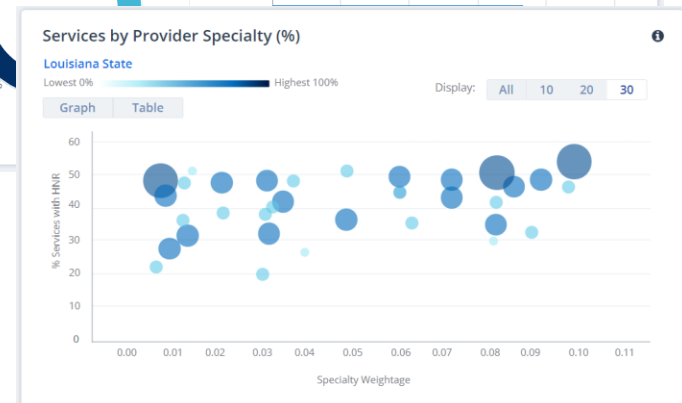
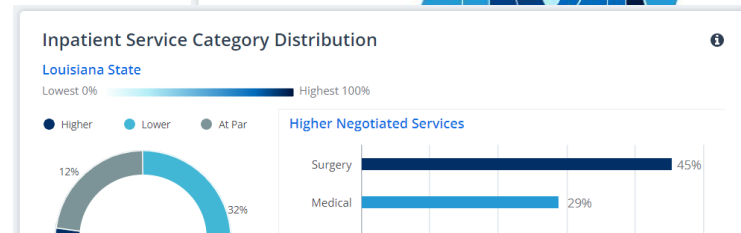
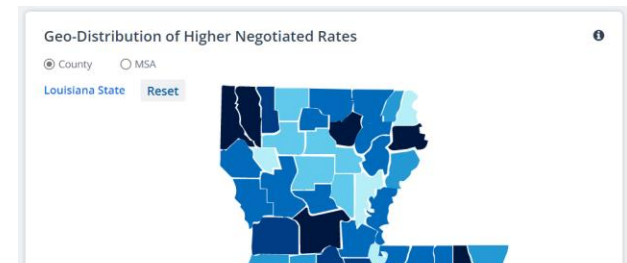
- MRFs generation of In-Network Negotiated Rates as per CMS rule

### 2 Curated Data as a Service

- Scalable data platform
- Enriched MRFs of National & Regional Payers
- BI dashboard & custom reports

### 3 Analytics Marketplace

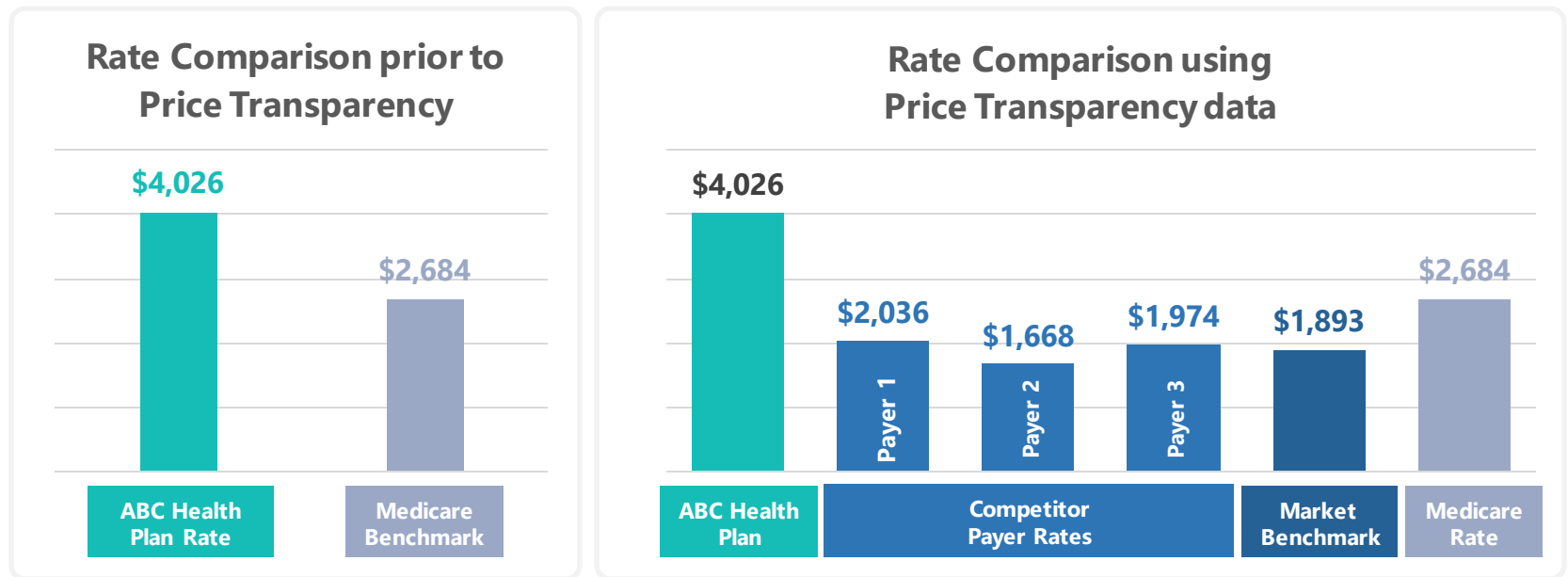
- Insights – Payer Operations
- Insights – Provider Operations
- Member Analytics



## Insights for Payer Operations (Illustrative)

Using the power of publicly available data, enhance payer operations with additional insights for better decision making

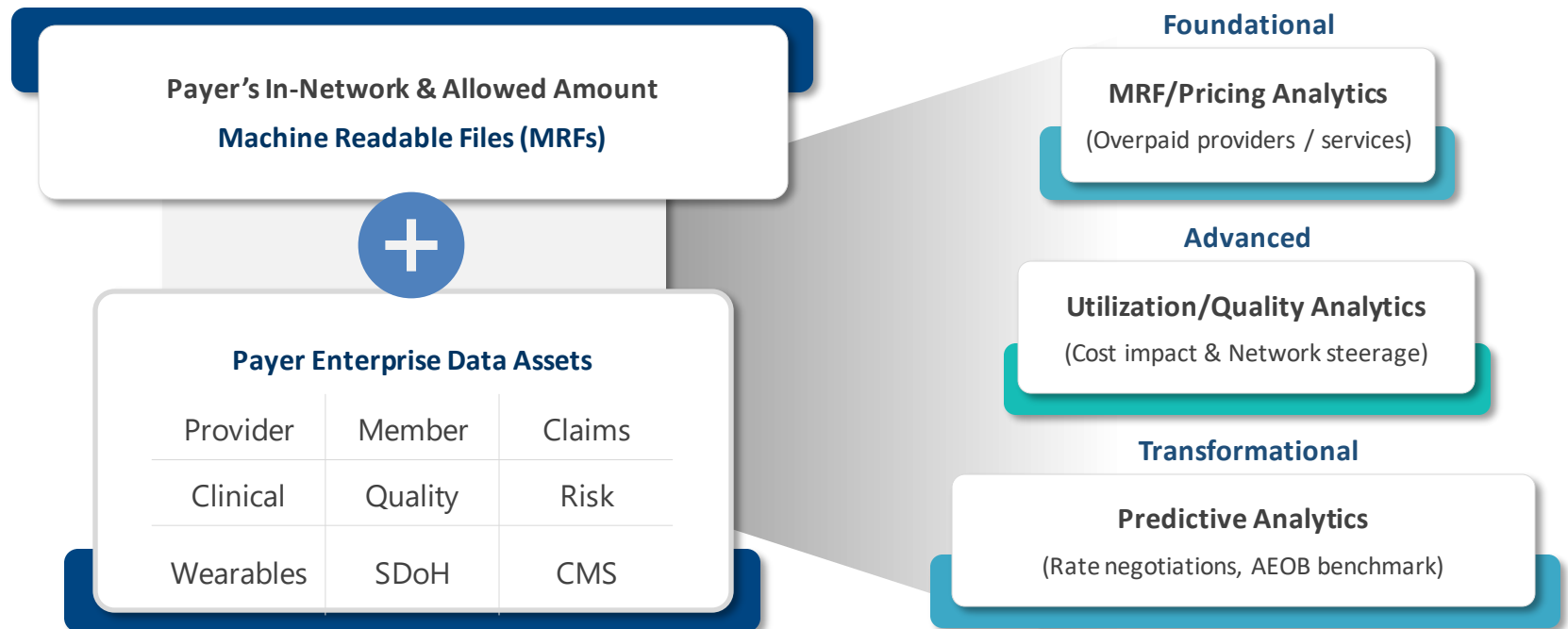
**Example:** For rate negotiation for a particular service code like CPT 29827 (*Arthroscopy, Shoulder, Surgical; with Rotator Cuff Repair*), Network Manager of ABC Health Plan can not only use Medicare Rate, but also leverage the publicly available information to compare with Market Benchmark



*\*Pricing data used above is for illustrative purposes only*

# Unlock the true potential of Price Transparency

Starting with MRF data, health plans and health systems stand at a junction to innovate and monetize using the power of healthcare datasets for various operations





## Success Stories: Value-driven Engagements with Leading Health Plans



### Leading Payer Cost Mgmt. Solution Org.

- **SaaS-based MRF Engine solution** to generate INN MRF files
- **Data transformation** from client contracts & rate data to CMS-required data standards
- **Monthly MRF file generation** to reduce client operational overhead



### Leading Blue Plan in the Mid-west

- **MRF engine implementation for INN and OON** provider rates for generating monthly MRF files
- Transformation of source data from **Facets to CMS required format**
- Files generation for **5700 providers**



### Leading Blue Plan in the Great Lakes

- **MRF engine implementation** for INN and OON provider rates for generating monthly MRF files at the network level
- Transforming source data from Facets to CMS required JSON format
- **Catered and published over 3000+** provider contracts

## About CitiusTech

With 7,500+ healthcare technology professionals worldwide, CitiusTech helps leading healthcare and life sciences organizations reinvent themselves by accelerating digital innovation, leveraging next-gen technologies, and driving data convergence across the healthcare ecosystem.

We provide strategic consulting, digital engineering, data, analytics & AI, specialized platforms, and end-to-end solutions to over 130 organizations across the payer, provider, MedTech, and life sciences industries. Our key focus areas include healthcare interoperability data management, quality performance analytics, value-based care, omnichannel member experience, connected health, virtual care delivery, real-world data solutions, clinical development, personalized medicine, and population health management.

Our cutting-edge technology expertise, deep healthcare domain expertise, and a strong focus on digital transformation enable healthcare and life sciences organizations to deliver better outcomes, accelerate growth, drive efficiencies, and ultimately make a meaningful impact to patients.

**100%**  
healthcare focus

**130+**  
healthcare clients

**4.5/5**  
client satisfaction score

**\$420M**  
worldwide revenue

Powering the future of healthcare ▶



This document is confidential and contains proprietary information, including trade secrets of CitiusTech. Neither the document nor any of the information contained in it may be reproduced or disclosed to any unauthorized person under any circumstances without the express written permission of CitiusTech.