



ANNOUNCEMENT

On January 21st, IBM announced the sale of Watson Health to Francisco Partners. As of June 30, 2022, that sale has been completed and Watson Health has separated from IBM and become a new entity, Merative.

The following document still reflects the IBM brand, but the information is up to date.

For questions email us at marketinginfo@merative.com
or visit Merative.com to learn more.

Complying with and thriving beyond price transparency regulations

Supporting price transparency compliance with IBM Treatment Cost Calculator and services

Need help meeting urgent price transparency compliance deadlines? Explore our IBM® Watson Health® solutions and services for health plans, self-insured employers and channel partners.

Discover our approach for helping health insurance issuers achieve compliance with the recent price transparency regulations while improving consumer experience.

Urgent deadlines require immediate action

With the fast-approaching deadlines for the Consolidated Appropriations Act and Transparency in Coverage final rule, many payers and employers are putting solutions in place to ensure their organizations are ready to comply. They are preparing to tackle the challenges of price transparency and facilitate comparison shopping for healthcare consumers.

But the most proactive leaders also seek partners with solutions that go beyond these requirements to better address the complexities of consumer needs. They are working with experienced teams and robust solutions that surpass consumers' expectations.

Rely on our deep experience in price transparency and healthcare data management

IBM® Watson Health® Treatment Cost Calculator combines our deep roots in healthcare analytics and proven expertise in healthcare data management to help you meet impending compliance deadlines as well as exceed consumers' expectations.

The result is an easy-to-use online tool that delivers accurate out-of-pocket costs using current accumulators that are personalized to the consumer's benefits, deductible, provider and location.



Achieve compliance with our price transparency solutions

IBM Watson Health offers three key solutions to help you meet compliance deadlines:

Data management and data sets

Our data management service helps reduce the burden of creating and managing the required machine-readable files for in-network provider negotiated rates and historical out-of-network allowed amounts. Our team of specialists can navigate and manage complex data and put them in forms that are designed to be compliant.

Application programming interface (APIs)

Our APIs offer flexibility for custom or existing transparency solutions to reduce your effort, enhance consumer experience and improve accuracy. They are designed to help consumers access actionable and meaningful data throughout their care journey.

Why partner with IBM Watson Health?

- Our deep experience in price transparency and healthcare data management
- We had the first solution on the market to provide personalized cost estimates using near real-time member benefit information
- Price transparency solutions to support compliance
- Going beyond the mandates to improve consumer experience
- Our roadmap to support regulatory compliance

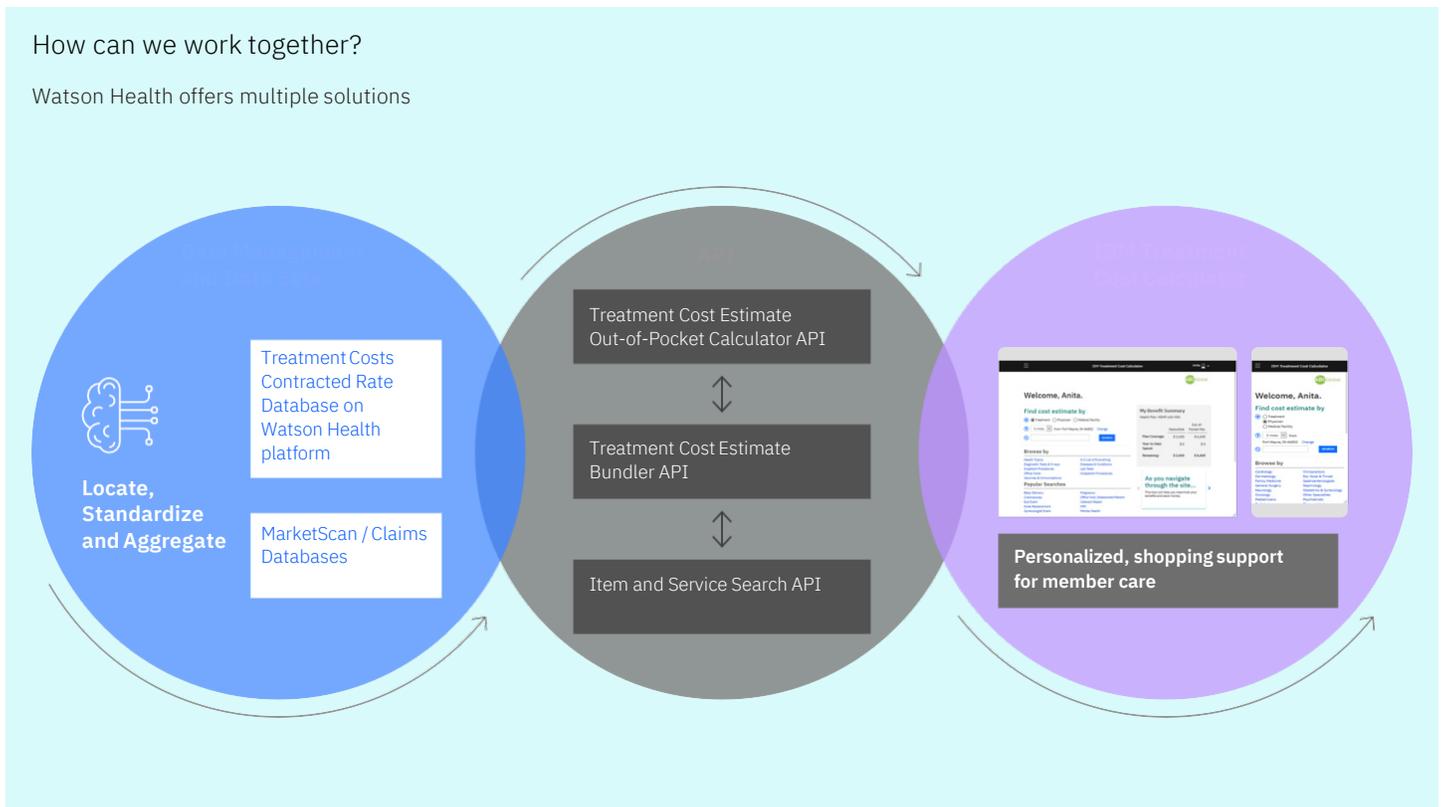
Options include:

- **Treatment Cost Estimate Out-of-Pocket Calculator API** provides estimates and related cost data to clients with our proven and accurate estimate methodology
- **Treatment Cost Estimate Bundler API (available 2022)** uses AI to define episodes of care and group related services together for a comprehensive cost estimate
- **Item and Service Search API (available 2023)** enables members to easily find and understand healthcare procedures among the large set of mandated procedure codes

Treatment Cost Calculator application

The online solution provides out-of-pocket cost estimates for more than 700 services using our proven and accurate estimate methodology. With years of experience and user testing, it also delivers a refined and efficient customer experience, helping consumers navigate complex healthcare information to make more informed choices for care.

Clients can use the Treatment Cost Calculator application to help them comply with the recent regulations with the added benefits of reducing the impact of “surprise billing” and boosting member satisfaction.



Go beyond the mandates to improve consumer experience

Your members, employees and clients expect a consumer-friendly experience when shopping for healthcare services. IBM Treatment Cost Calculator can help you exceed their expectations through enhanced design and user experience, AI-enhanced bundling capabilities and healthcare literacy.

Design and user experience

Consumers are challenged with finding – and understanding – specific procedures among a large volume of healthcare services when comparison shopping. We use enhanced navigation assistance and a simple user experience to seamlessly integrate price transparency into consumers’ care journey and guide them to the right information.

AI-enhanced bundling capabilities

We help consumers better understand the cost of longer, more complex episodes of care that span in-patient and out-patient care using AI and clinical expertise. Our new estimate methodology uses an upgraded

bundling methodology supported by an AI-enhanced grouper to bundle services and costs, resulting in more accurate and comprehensive price estimates for consumers. It builds on our proven estimation methodology that has been in the market for more than 10 years.

Healthcare literacy

Low healthcare literacy can lead to inefficient care choices, resulting in a cost impact for consumers and payers. IBM Treatment Cost Calculator supports healthcare literacy by providing data that answers common questions around costs, provider network status and coverage. The tool also provides educational content to help consumers navigate and understand the complexities of healthcare coverage.

A roadmap to support regulatory compliance

IBM Watson Health is positioned to help payers comply with the Consolidated Appropriations Act and Transparency in Coverage final rule. Our new and existing solutions provide the support and functionality to help organizations increase price transparency and meet upcoming deadlines.

We also have a multiyear roadmap focusing on improving accuracy, personalization and consumer experience. Additionally, we will be expanding Treatment Cost Calculator's design and grouping capabilities as part of meeting the pricing requirements.

Rely on our experience to help you succeed

The recent price transparency regulations are transforming the way consumers shop for healthcare services. Organizations can take this opportunity to not only comply but also improve consumer experience with a robust, easy-to-use solution like IBM Treatment Cost Calculator.

Why IBM Watson Health?

- 40+ years supporting payers in assessing price variation
- 13 years of experience in price transparency tools with IBM Treatment Cost Calculator
- More than 29 million members use our solution to understand treatment cost estimates
- We had the first solution on the market to provide personalized cost estimates using near real-time member benefit information

For more information:

To learn more about IBM Treatment Cost Calculator, please contact your IBM representative or IBM Business Partner, or visit ibm.com/products/treatment-cost-calculator.

For additional information regarding price transparency, visit ibm.com/watson-health/learn/price-transparency-healthcare.

Learn more:

ibm.com/watsonhealth

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