



February 16, 2018

HJR 20 Subcommittee on Health Care Price Transparency  
RE: Montana Hospital Association (MHA) Website Demonstration

### **Empowering Consumer Choice**

The Montana Hospital Association (MHA) is committed to making it easier for patients and caregivers to make informed decisions about their health care. MHA empowers consumer choice by ensuring access to transparent price and quality comparisons and other meaningful tools to help consumers find the best care to fit their needs.

### **Price Transparency in Health Care**

MHA supports efforts (1) to better inform patients about the potential cost of their care and (2) to encourage patients to consider price and quality when they determine access to non-emergency health care services. MHA endorses the public policy that patients have a right to know the likely charges for their non-emergency care. Current Montana law provides for that right; MHA supported enactment of the statute. Hospitals also recognize they are not always the best source of price information, including when determining network status and out-of-pocket costs for insured individuals.

### **Price and Quality Comparisons**

Montana hospitals currently provide pricing and other financial information to consumers. In addition, trained staff is available to help families understand their treatment, the associated costs and their options for receiving care. Hospitals commit to making this information easy to access and understand, and to working with policymakers to build upon existing efforts. Providing transparent pricing information is not a new practice. Before the Internet, MHA and hospitals printed pamphlets and distributed them to patients.

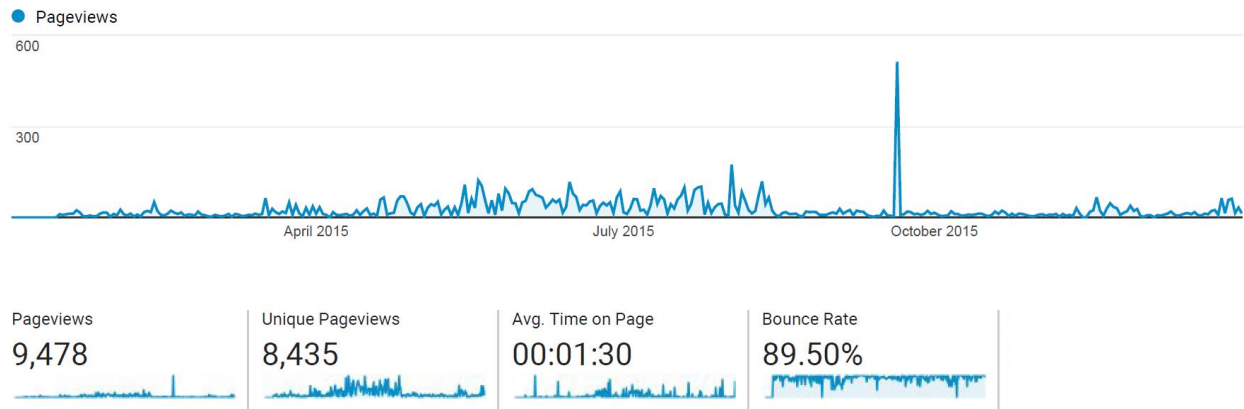
### **MT Informed Patient**

MT Informed Patient supports consumer choice by offering transparent price and quality comparisons as well as credible information to help patients prepare for a hospital visit, understand their bill, keep track of their prescriptions and locate a health care provider close to home. It helps families navigate nursing home, home health and hospice services and connects patients to mental health, nutrition and wellness supports. The website also provides tips for caregivers and information to file a consumer satisfaction report or complaint.

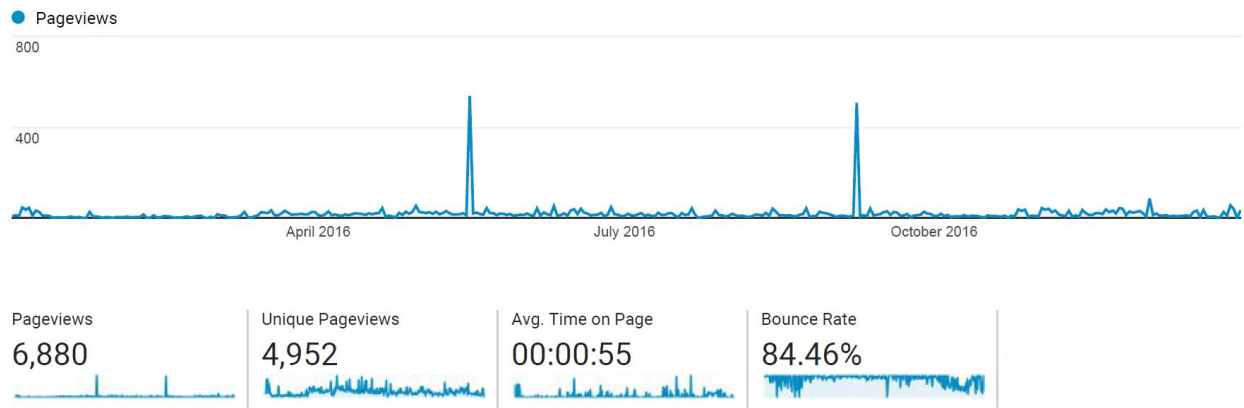
- MHA created the website voluntarily, i.e. without a statutory mandate
- MHA published the website in January 2009 and maintains it with in-house resources
- MHA marketed the launch of the website with a statewide campaign, e.g. paid/earned media
- MHA recently modernized the website to ensure ADA compliance and improve access to information, including through enhanced monitoring of website traffic

MT Informed Patient features Montana PricePoint, which allows the consumer to look up a hospital by city or county and then choose a common procedure from a menu. The information is facility-specific and offers statewide comparisons. The data is sourced from an MHA Information Services program.

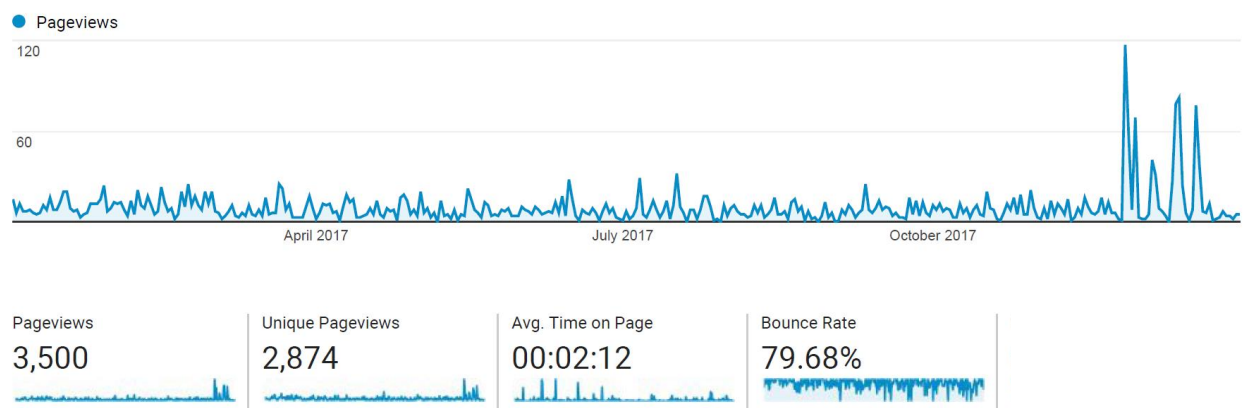
## JAN 1, 2015 – DEC 31, 2015



## JAN 1, 2016 – DEC 31, 2016



## JAN 1, 2017 – DEC 31, 2017



### DEFINITIONS

- Pageviews = total number of pages viewed
- Unique Pageviews = aggregate of pageviews generated by the same user during the same session
- Avg. Time on Page = only takes into account the users who don't 'bounce' [see bounce rate]
- Bounce Rate = number of visits in which a person leaves the website from the same page they entered on, without further browsing. Google Analytics sets an 'average' bounce rate at 41-55%