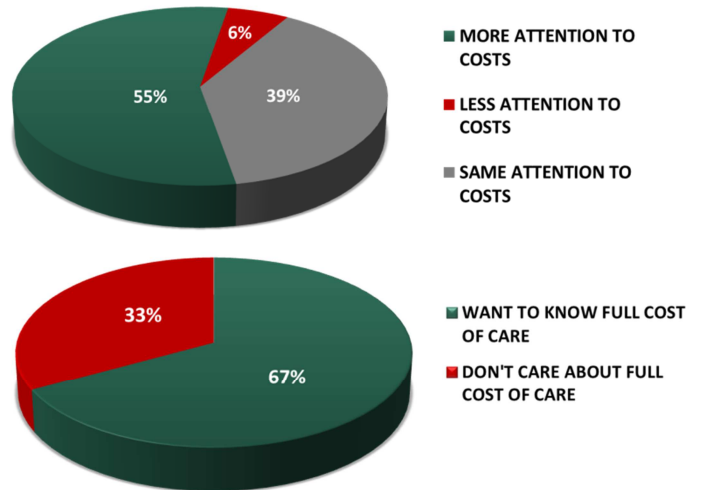
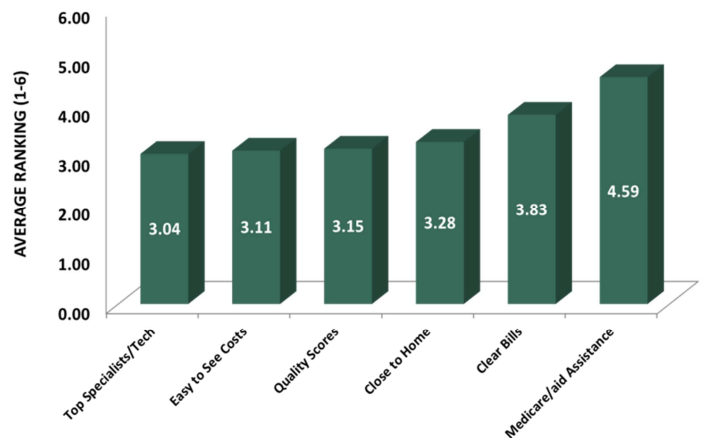


# HEALTHCARE COST TRANSPARENCY MAJOR FACTOR IN PATIENTS' CHOICE OF PROVIDERS, HEALTH PLANS DURING OPEN ENROLLMENT

A majority of patients (55%) have started paying more attention to the details of their medical bills over the past year. Two-thirds of respondents (67%) say they want to know the details of both their own out-of-pocket costs and those covered by insurers.



Some characteristics of the billing process are just as important to consumers in choosing providers as medical and patient outcome factors. In fact, when asked to rank the importance of various experiences and characteristics in choosing a provider, respondents gave “makes it easy to see the cost of services...” the second highest average ranking after “world class specialists and technology.”



Patients who experience a clear, transparent billing process are more likely to give higher ratings to their overall quality of care. Nearly three-quarters (73%) of patients who rated their quality of care highly also gave high marks to billing experiences, while 69% of those who rated their quality of care as poor also gave poor marks to their billing experiences.



The online survey included responses from 1,039 insured household decision-makers who had either personally received medical care, or had a family member on their policy receive care in the past two years. The survey took place from October 31, 2013 through November 2, 2013.