



Reference-based pricing: Reimagining healthcare savings for 15 Years.

From a revolutionary idea to a proven cost-cutting strategy.



Reference-based pricing (RBP) began as a revolutionary idea.

Today, it's a proven solution for self-funded companies that want to reduce healthcare spend year after year.

Because there had to be a better way

When Imagine360 founders pioneered RBP in 2007, they shared one simple belief: **People should pay a fair and reasonable price for quality healthcare.** That meant meeting the hyperinflated charges of traditional health plans head-on with a methodology designed to:

- Build transparency into the actual costs of medical services.
- Protect employees against unreasonable medical bills.
- Empower self-funded employers to take control of their healthcare costs.

Over time, RBP gained momentum as it consistently delivered immediate and long-term savings to companies and their employees. Today, there are many RBP solution providers. But none can offer the more than 15 years of expertise and unmatched service Imagine360 provides a nationwide client base.

RBP can save companies up to 30% of their total healthcare spend in year one, with sustained cost savings after that.

Why are more companies switching from PPOs to RBP?

There's a \$984-million reason RBP is a cost-effective alternative to the outdated PPO model. Over the past decade, if Imagine360's clients had relied on traditional PPO models, they may have paid an estimated 33% more, according to actuarial data.

It's not just self-funded employers losing faith in traditional health plans. Employee PPO premiums rose 43% and deductibles rose 61% in just the last decade, according to the Kaiser Family Foundation.*

*"2022 Employer Health Benefits Survey." Kaiser Family Foundation. Oct. 27, 2022.

PPO vs. RBP Savings

Facility Claims: 2012-2021



■ Estimated PPO Charges Allowed ■ Paid by Imagine360

RBP 101: A smarter way to price and pay claims

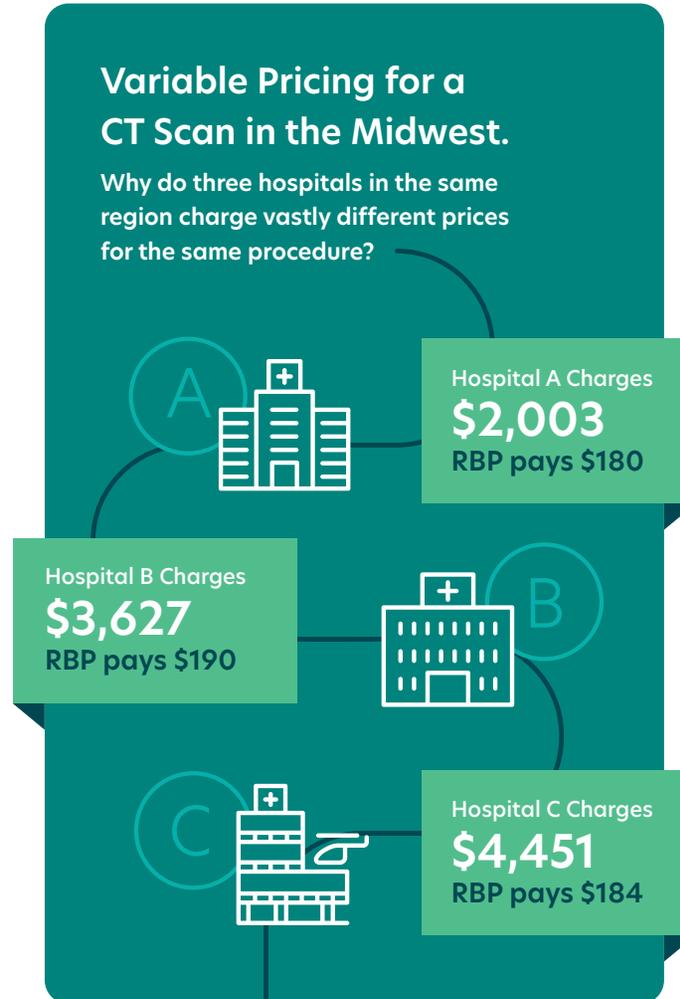
The RBP difference-maker is data – not variable discounts. Traditional PPO plans base their “reduced” claims pricing on the often bloated chargemaster rates of a hospital or facility. RBP starts at the beginning, with the facility's self-reported costs.

Most RBP providers use public data – Medicare rates, usual and customary charges, or the actual cost as reported by a provider – to determine a pricing benchmark. Then they add a profit margin to calculate a total cost of service that's fair to medical providers, employers and employees.

Imagine360 works with employers to embed the maximum amount the plan will pay for a claim in its plan document. Claims are audited to identify errors and ensure charges don't exceed a plan's allowable limits. The result? Control, clarity and savings that stick.

Variable Pricing for a CT Scan in the Midwest.

Why do three hospitals in the same region charge vastly different prices for the same procedure?



Imagine360 leads the way with the first fully integrated RBP health plan solution.



\$1B+ in employer healthcare savings since 2007



98% member satisfaction score



Top-tier NPS score
Among the best in healthcare

Savings follow satisfaction



The true measure of a successful RBP solution isn't savings – it's satisfaction. Advanced RBP pairs cutting-edge technology, customizable services and key partnerships to significantly improve the member and Human Resources experience.

In a recent two-year span, Imagine360 helped 100+ clients move away from RBP providers that didn't meet expectations.

Trailblazing analytics

As the most experienced RBP provider in the industry, Imagine360 built a best-in-class platform that leverages 15+ years of quality, cost and provider acceptance data. Covering more than 20-million member months, our proprietary predictive analytics enable us to guide members to care that works well with their plan. In 99%+ of cases, access is granted by the provider.

Comprehensive member support

Guiding members through all phases of healthcare is an essential component of a successful RBP solution. At Imagine360, a specialized team of benefits specialists and licensed medical professionals elevates well-being while relentlessly advocating for affordability. From finding the right physician and making appointments to care management and bill resolution, they provide the personalized plan navigation and education that makes healthcare easier.

Complete client resources

The right RBP partner provides a full suite of ongoing support that a smooth transition and successful continuation of RBP requires. At Imagine360, HR is never alone thanks to our open enrollment assistance, live and digital member education resources, in-depth administration and plan-monitoring training, and more. In addition, our designated HR associates become an extension of a client's benefits team, acting as the first point of contact for member inquiries.

Direct contracting

Today, progressive RBP vendors include direct contracts with healthcare providers as part of their solution. With these contracts, members can get quality care at affordable rates. This streamlines the payment process and reduces member disruption. But always ask the key question: *How broad is your access?* Imagine360 provides access to 1.1 million physicians nationwide.

How Imagine360 clients are reinvesting RBP savings



What would you do if you could cut up to 30% off the cost of employee healthcare? Many businesses amplify the substantial savings of RBP by reinvesting into better benefits that strengthen talent recruitment and retention.

At Imagine360, some of the ways clients are transforming RBP-freed dollars into a competitive edge are:



Expanded healthcare

- Reduced employee premiums and out-of-pocket costs
- Enhanced wellness programs
- Robust telemedicine services
- Expanded vision and dental benefits
- Free single coverage for employees



Competitive perks

- Subsidized daycare/babysitting
- Free ride-sharing to work
- Tuition forgiveness
- Rewards and recognition programs
- Higher salaries and better bonuses
- Higher 401(k) match

15+ Years of RBP success stories

Here are a few examples of how RBP has improved the healthcare experience for self-funded clients at Imagine360.

The Langdale Company



“Nationally, employers are looking for a solution to deal with their health plan cost issues ... my advice to them would be to jump in with both feet and don’t look back.”

- **Barbara Barrett**, Director of Human Resources & Benefits, Langdale Company

The Langdale Company – spanning the forestry, automotive, banking and hospitality industries – was struggling to control health plan costs. Frustrated by the lack of data, utilization metrics and support, the company became an early adopter of RBP in 2007. And they haven’t looked back since.

- **Our first client** is still a client
- **37% savings**, compared to a PPO
- **16 years of success with RBP**

Huffines Auto Dealerships



“This is the best form of true healthcare reform I’ve come across.”

- **Eric Hartter**, Chief Financial Officer, Huffines Auto

In 2009, this leading nine-location Texas dealership received a \$600,000 medical claim that started the search for a new healthcare solution. Their traditional plan reduced the bill to “only” \$300,000. With RBP in place, it would have been approximately \$30,000. So they made the smart switch.

- **25% savings annually** vs traditional carriers
- **\$31 million in savings** since adoption
- **15 years of success with RBP**

Signature HealthCARE



“The results have been phenomenal ... We’re taking every dollar that we’ve saved and reinvesting it to enhance our benefits package to be one of the best in the country.”

- **Nick Porter**, VP Total Rewards, Signature HealthCARE

One of the largest post-acute care operators in the United States, Signature HealthCARE needed a way to compete against hospitals in a competitive nursing market. A move to the Imagine360 RBP solution made it possible to reinvest newfound healthcare savings into a stronger total rewards package. As a result, they’ve doubled their staff each quarter and reduced turnover.

- **\$11 million** in year-one savings
- **20% reduction** in premiums and deductibles
- **\$250K increase in benefit support staff**

Getting started.

Ready to take the first step to lowering your healthcare costs?

At Imagine360, we help self-funded employers maximize the performance of their health plans using the proven cost-cutting strategies of RBP. When you're ready to take the next step, our experts will work with you and your broker to develop a health plan strategy that delivers results for your company and your workforce.

Get a free custom cost analysis to see your potential RBP savings.



610-321-1030

info@imagine360.com

imagine360.com