

Context⁴ Reference-Based Pricing™

Reference-Based Pricing System



RBP SIMPLIFIED WITH CONTEXT⁴ REFERENCE-BASED PRICING[™]

Reference-based pricing (RBP) for reimbursement can be challenging. Most RBP policies are built around Medicare, UCR (usual, customary and reasonable) fees or proprietary calculations. Methods often differ across business lines in the same organization.

This complexity has created an inconsistent and confusing environment. Adding to the complexity are cumbersome data loads, intricate Medicare Prospective Payment System (PPS) logic and frequent system maintenance. In the end, health plans face uncertainty about the timeliness and accuracy of their fee information.

Context⁴ Reference-Based Pricing[™], part of the **Context⁴ Health Plans Suite[™]**, makes reference-based pricing simple. We've been providing reference-based pricing solutions since 1994, and we are leading the way in the new age of healthcare pricing.

Essential to the **Context⁴ Reference-Based Pricing[™]** solution is our in-depth, accurate data and cutting-edge cloud technology. These ingredients combine to deliver a proven, defensible healthcare pricing solution with total Medicare gap-fill and unmatched accuracy.

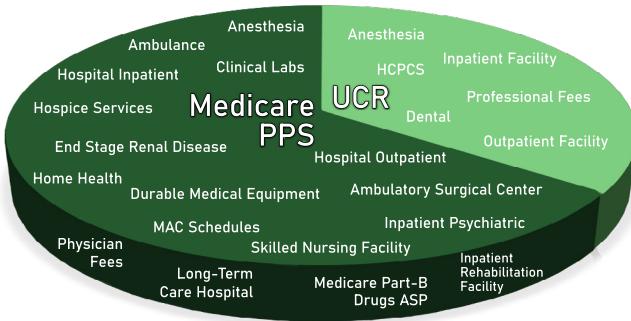
MEDICARE PRICING ACCURACY

The fact is that the only way to accurately calculate a Medicare reference-based price is to use the Medicare PPSs as a baseline. Anything else isn't Medicare based. That means the providers may not accept it and will balance bill your members. You don't want to deal with that.

Why is **Context⁴ Reference-Based Pricing[™]** accurate and completely automated when so many others are not? There are a few reasons:

1. **Context⁴ Reference-Based Pricing[™]** uses the actual Medicare PPSs without any interpretation. We have no way to deviate from Medicare.
2. We've cracked the secret on the Medicare provider CCN number and how to map it to the provider NPI on the claim. This is absolutely required to accurately price to Medicare.
3. Using the provider CCN is essential in accurate Medicare pricing. Each provider may be paid differently by Medicare based on parameters specific to them. **Context⁴ Reference-Based Pricing[™]** does it right for each provider. This is important to try to eliminate provider push back.





CONTEXT⁴ REFERENCE-BASED PRICING **COVERAGE**

ULTIMATE MEDICARE GAP-FILL

A major difficulty for health plans using Medicare based pricing is the approximately 800 procedure codes that Medicare does not price within their various pricing systems, known as “the gap”. **Context⁴ Reference-Based Pricing™** (C4RBP) has solved that.

First, C4RBP has integrated 100% of Medicare Administrative Contractor (MAC) fee schedules. The MAC schedules are the first place to look when Medicare doesn’t provide a price.

Second, just because the MACs are supposed to price some services doesn’t mean that they do. That’s why C4RBP also contains the optionally available Context Usual, Customary, & Reasonable (UCR) data. Context’s UCR is the leading source for pricing services by hundreds of payers in the country. It’s been a recognized proven and defensible pricing methodology for almost 30 years.

HOW DOES CONTEXT⁴ PRICING WORK?

All pricing mechanisms have been fully automated within the Context technology platform. All you have to do is send us a claim electronically and tell us what pricing you want. You can select one or more of these options: **Medicare**, **Percent of Medicare**, **UCR** (from 25 to 95 percentile), or both **Medicare and UCR**.

Each claim can have a different selection, a different percent of Medicare, or a different percentile of UCR. You have total flexibility with each claim.

EFFORTLESS IMPLEMENTATION

The **Context⁴ Health Plans Suite™** uses a RESTful web service to communicate in real-time with your system, examining each claim as you process it. Any system that can call the service and exchange information using XML is easy to plug in.

If your processing work-flow demands a batch process instead of real time, **Context⁴ Reference-Based Pricing™** can meet your needs as well. Our batch process immediately examines your claims when we receive them. We’ll pass a batch of results back to you within minutes, so your system can consume our findings and take action immediately.

CONTEXT⁴ REFERENCE-BASED PRICING OUR REFERENCE-BASED PRICING RECIPE



All Medicare PPS,
fully automated



Context's leading
UCR fee data



Cloud-based for
easy implementation



MAC Schedules



Ease of access:
real time or batch

can choose to utilize Payment Integrity and Reference-based Pricing together for their plans, or separate them out when the needs of the plan require it. It's all done through a single interface. Using the **Context⁴ Health Plans Suite™** lets your plans operate under an umbrella of complete compliance.

NEVER PAY A PERCENT-OF-SAVINGS AGAIN

At Context⁴ Healthcare, your license fee is based on your annual claims volume. We will never charge you a nebulous percent-of-savings amount. This means your fee to Context can be budgeted. You deserve to know what your costs for services are that you rely upon. This allows you to create a revenue stream for your organization, along with providing savings to your clients.

ACT NOW FOR ACCURATE RBP

Don't let another day go by without getting the most accurate Reference-based Pricing available by using **Context⁴ Reference-Based Pricing™** by Context⁴ Healthcare.



With delivery through a software-as-a-service (SaaS) model, the Context solution is easy to implement, and there's nothing to maintain. Just send us your claims and we return real-time, actionable results.

THE COMPLETE PRICING & INTEGRITY SOLUTION

The **Context⁴ Health Plans Suite™** is a modular solution built on a single integrated technology platform. Payers



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