

PROTECTING PATIENTS BY

EXPOSING THE
TRUTH
& EMPOWERING
CHOICE



Healthcare Bluebook™

A young man with dark hair, wearing a dark t-shirt and white shorts, is captured in a ready stance on a tennis court. He is leaning forward, holding a tennis racket with both hands, and looking directly at the camera with a focused expression. The background consists of a chain-link fence and a dark tarp. The entire image is overlaid with a semi-transparent teal color.

A sports loving kid
needs an outpatient
foot surgery...



EXPOSE
TRUTH



EMPOWER
CHOICE



ADDRESSING
HUGE
PRICE
VARIATIONS



Cost Variance – Denver

Market Basket of Common Procedures	Low Price	High Price	Variance
1. Screening Colonoscopy	\$1,481	\$4,629	313%
2. Sleep Study	\$899	\$4,341	483%
3. Shoulder MRI (with contrast)	\$649	\$6,090	938%
4. Knee Arthroscopy	\$2,796	\$23,462	839%
5. Cholecystectomy (laparoscopic)	\$6,368	\$19,530	307%
6. Carpal Tunnel Surgery	\$1,634	\$5,806	355%
7. Ear Tube Placement (tympanostomy)	\$1,737	\$12,765	735%
8. Hysteroscopy (with biopsy)	\$3,705	\$9,316	251%
9. Chest CT (no contrast)	\$248	\$2,492	1005%
10. Abdominal Ultrasound	\$115	\$1,029	895%
Average Market Variance			612%
Equivalent Variance in a Gallon of Gas	\$3.00	\$18.36	612%

What gas would cost per gallon with the same price variance

Hospitals may do everything,
but they are not *great* at everything...

CARDIAC SURGERY
57th percentile



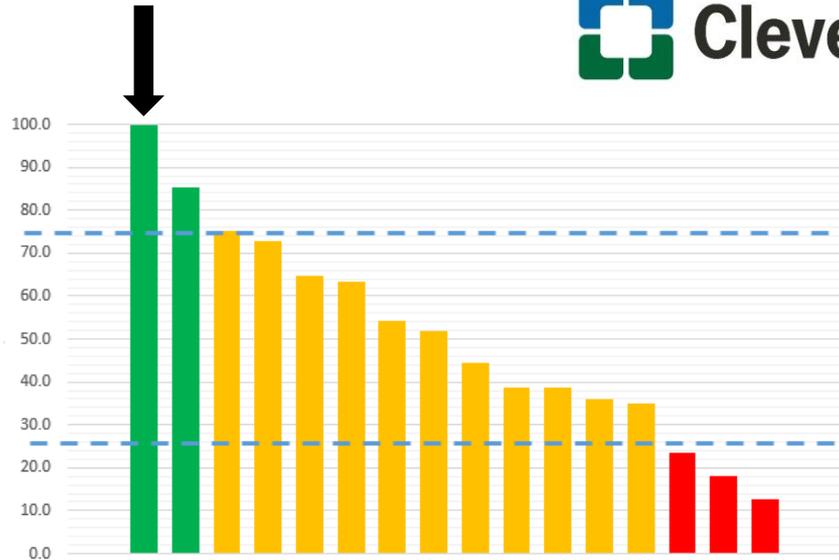
ORTHOPEDIC
94th percentile



CANCER CARE
12th percentile



The Quality Problem



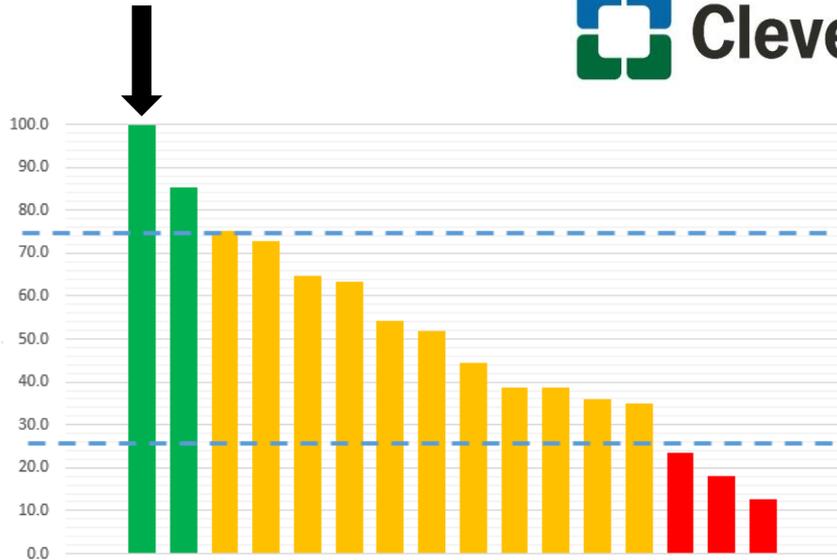
Cardiac Surgery (Major)

99.9th Percentile Nationally

1 out of 16 in Greater Cleveland

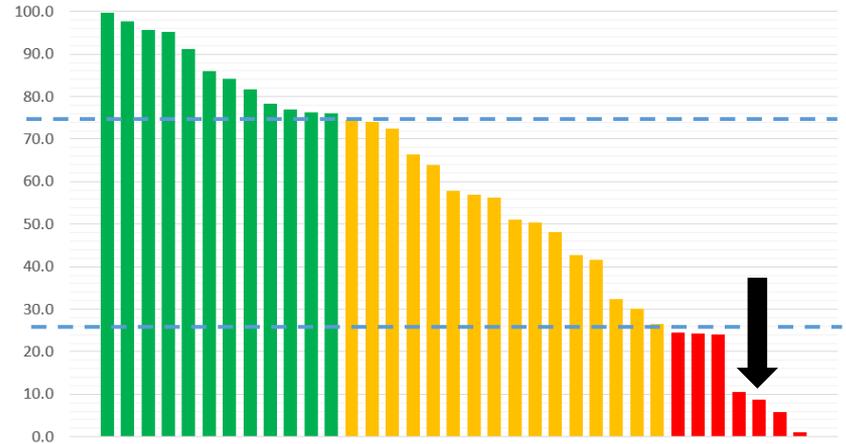
1 out of 1,148 nationally

The Quality Problem



Cardiac Surgery (Major)

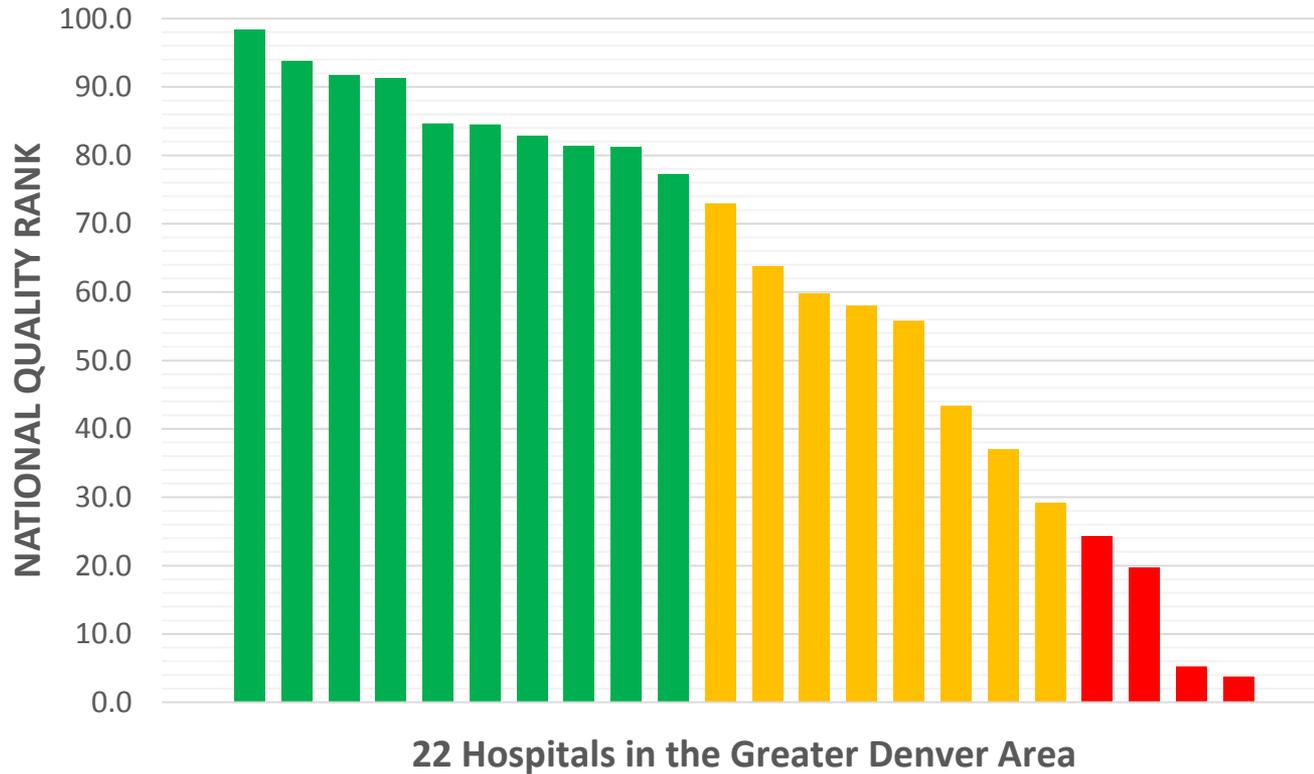
99.9th Percentile Nationally
1 out of 16 in Greater Cleveland
1 out of 1,148 nationally



Joint Replacement

8.8th Percentile Nationally
31 out of 33 in Greater Cleveland
3,190 out of 3,491 nationally

Joint Replacement – Denver



Joint Replacement – Denver

Area Rank	Hospital	Rating	Score	National Rank
1	Hospital 1	√++	98.5	52
→ 2	Hospital 2	√++	93.8	207
3	Hospital 3	√++	91.8	266
4	Hospital 4	√++	91.3	283
5	Hospital 5	√+	84.7	536
6	Hospital 6	√+	84.5	541

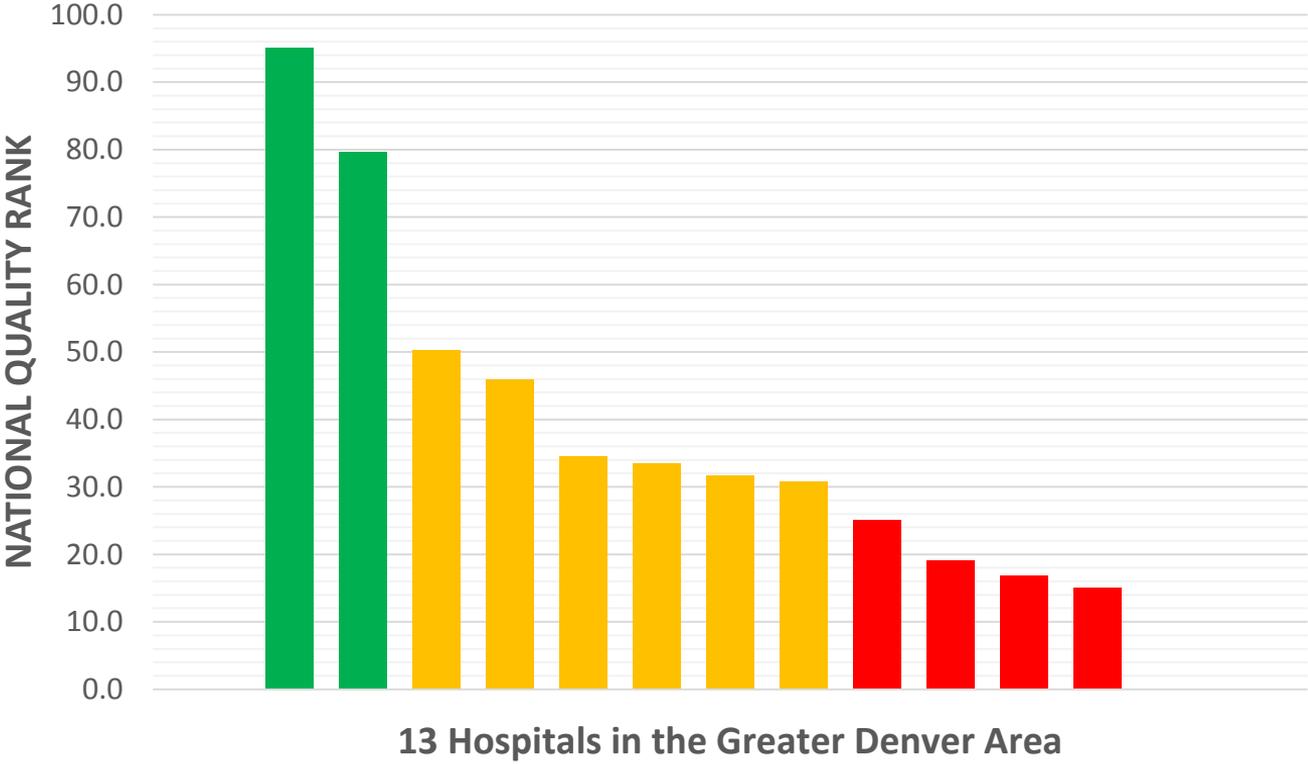
National Percentile Rankings		
√++ 90 th percentile	√ 26 th – 74 th percentile	√- 11 th – 25 th percentile
√+ 75 th – 89 th percentile	-- No data/not eligible	√-- 10 th percentile

Joint Replacement – Denver

Area Rank	Hospital	Rating	Score	National Rank
17	Hospital 17	√	37.1	2,201
18	Hospital 18	√	29.2	2,475
19	Hospital 19	√-	24.4	2,645
20	Hospital 20	√-	19.7	2,808
21	Hospital 21	√--	5.2	3,315
22	Hospital 22	√--	3.8	3,365

National Percentile Rankings		
√++ 90 th percentile	√ 26 th – 74 th percentile	√- 11 th – 25 th percentile
√+ 75 th – 89 th percentile	-- No data/not eligible	√-- 10 th percentile

Cardiac Surgery (Major) – Denver



Cardiac Surgery (Major) – Denver

Area Rank	Hospital	Rating	Score	National Rank
1	Hospital 1	√++	95.0	51
2	Hospital 2	√+	79.7	233
3	Hospital 3	√	50.3	571
4	Hospital 4	√	45.9	621
5	Hospital 5	√	34.5	752
6	Hospital 6	√	33.5	763

National Percentile Rankings		
√++ 90 th percentile	√ 26 th – 74 th percentile	√- 11 th – 25 th percentile
√+ 75 th – 89 th percentile	-- No data/not eligible	√-- 10 th percentile

Cardiac Surgery (Major) – Denver

Area Rank	Hospital	Rating	Score	National Rank
8	Hospital 8	√	30.8	794
9	Hospital 9	√-	25.1	860
10	Hospital 10	√-	19.1	929
11	Hospital 11	√-	16.9	954
→ 12	Hospital 12	√-	15.1	975
13	Hospital 13	√--	0.0	1,148

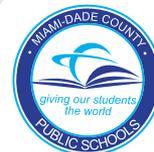
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√++ 90 th percentile	√ 26 th – 74 th percentile	√- 11 th – 25 th percentile
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WE'VE BEEN AN
INDEPENDENT
SOURCE OF
TRANSPARENCY
SINCE 2007

 iHeartMEDIA


THE
HARTFORD


GraybaR




SOUTHERN
COMPANY

 Kimberly-Clark

Zappos
.com

GENERAL
DYNAMICS

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