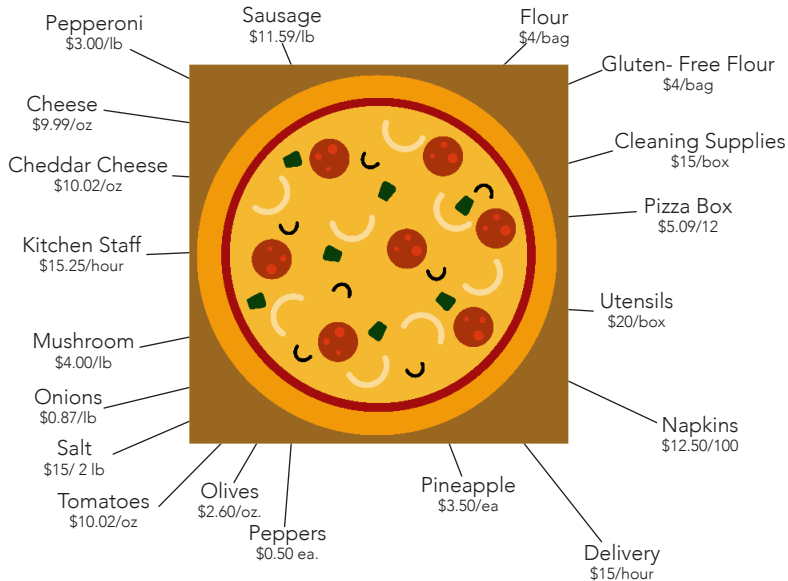


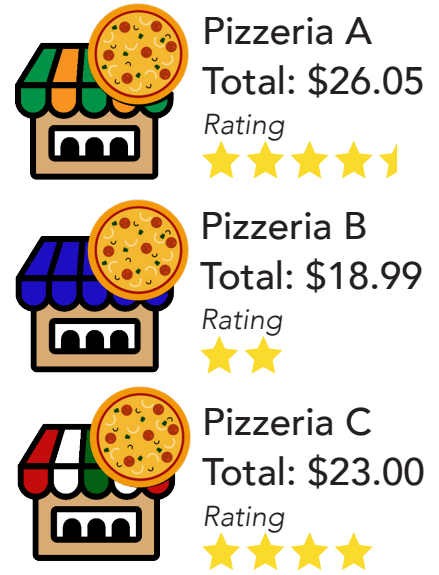
Transparency That Truly Empowers Consumers

Transparency is important, but it needs to be actionable. You don't choose a restaurant based on how much it pays for all its ingredients or its labor costs. You shop based on quality and the price *you* pay for *your* order. Under the currently proposed price transparency rule, patients would make decisions under System 1. System 2 is a better alternative.

System 1



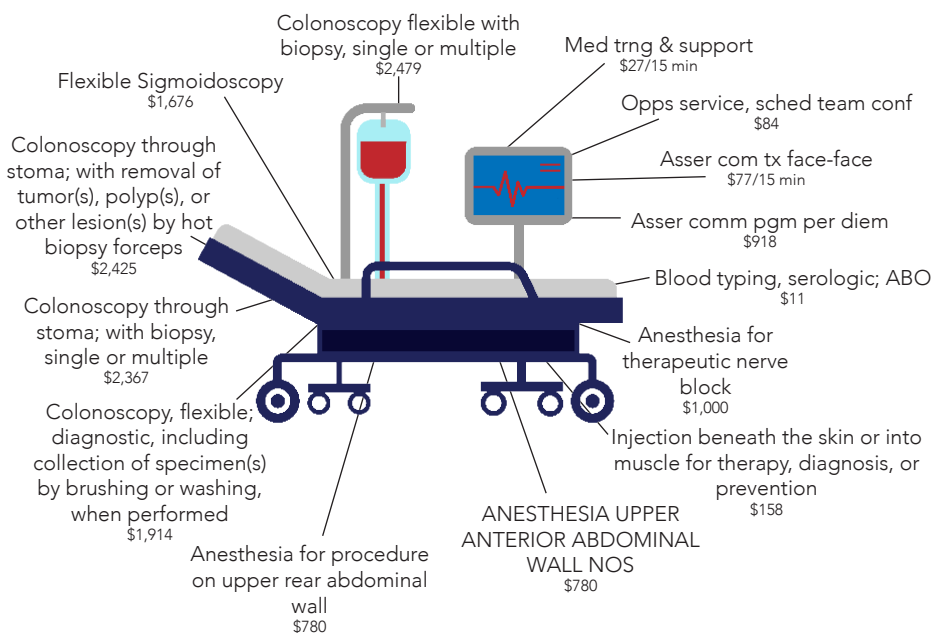
System 2



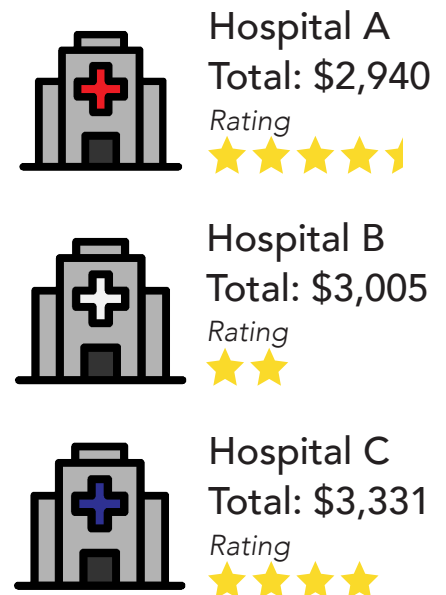
One price for your pizza.

The same should be true for health care. The countless billing codes that a hospital might charge for an episode of care don't provide actionable information for a patient. There are too many, they use confusing language, and there's no way to know which ones the hospital will apply.

System 1



System 2



One price for your colonoscopy.

A patient should be able to know how much an episode of care is expected to cost for them at each facility and the quality rating of that health care provider. **This is the kind of meaningful transparency that can empower consumers and create real competition.**