

## PRESS RELEASE

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*For Immediate Release*

### Reference Based Reimbursement Plans

Cleveland (January 28, 2015) – The Northeast Ohio Health Underwriters Association (NEOHUA) will present “Reference Based Reimbursement Plans” on Wednesday, February 18 at 8:00 a.m. at the Brecksville Community Center, One Community Center Drive, Brecksville, Ohio.

Most employers utilize an insurance company with a PPO network for their health benefits. These plans contract with physicians and hospitals for discounts (often as a percentage off of billed charges) in exchange for access to their networks. This approach was effective for many years. Today, however, health care charges are grossly inflated and have little connection to actual provider costs. In addition, there is little cost transparency. As a result, PPO discounts have become ineffective at controlling employer benefit costs.

Presented by Jennifer Nevin, Sales Manager for Custom Design Benefits, this course focuses on a provider reimbursement approach based on providers' actual costs versus a discount on "billed charges" and how it can be instrumental in providing employers with the opportunity to give their employees access to quality healthcare that is affordable to both the employer and employee. This course will examine case studies, plan designs and analyze cost comparisons of actual claims data to demonstrate the potential savings available to employers implementing a reference-based-pricing plan

Finally, the course will illustrate how employers can leverage plan designs and how they can be easily integrated with other cost containment strategies such as wellness programs.

Two continuing education credits have been approved for this course. As a result of the program, the insurance professional will understand:

- Different models for self-funding and the advantages of an independent Third Party Administrator;
- The limitations of the PPO provider reimbursement model for cost containment;
- The main components of Reference-Based-Pricing;
- Why use Medicare as the reference;
- The advantages for employers, employees and providers;
- Issues in regard to "balance billing"
- The market response to Reference-Based-Pricing

Seating is Limited. Reservations will be accepted on a first-come, first-serve basis. Registration is required. Cost for NEOHUA, OAHU and NAHU members is \$10; cost for non-members is \$50. Reservations may be made by calling the NEOHUA office at (440) 899-8089 or online at [www.neohua.com](http://www.neohua.com).

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*The Northeast Ohio Health Underwriters Association (NEOHUA) is a trade association representing agents, brokers and other professionals concerned with health insurance. The association works for reform to provide an improved, accessible and affordable health insurance system for all Ohio consumers.*