



The (mis)informed healthcare consumer

The Centers for Medicare and Medicaid (CMS) price transparency rule for hospitals accentuates the need to empower consumers at each stage of the patient financial journey.

Haven't had time to read the rule? Cedar's experts developed an executive brief to help get you up to speed.

[Access the brief](#)



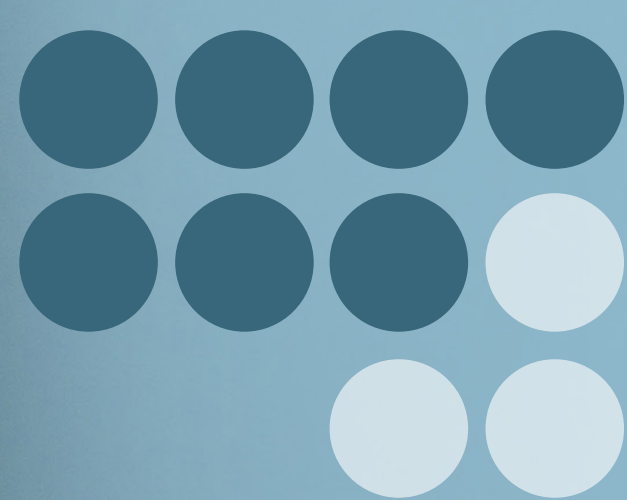
Patients are shopping for care

94%

of consumers are worried about their rising healthcare cost responsibilities over the next five years.¹

3.5x

more Americans say that they price shopped for healthcare in 2018 than in 2012.³



7 in 10

Americans engage in some form of healthcare shopping or cost-saving behavior.²



But, they expect greater transparency

82%

of Americans want the right to know the cost of non-emergency procedures ahead of time.⁴

2 in 3

Americans say it's somewhat or very difficult to figure out what a treatment or procedure will cost them.²

60%

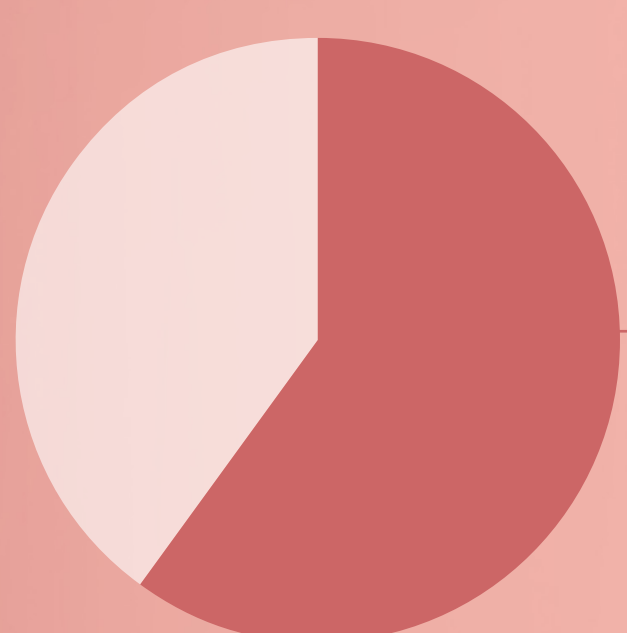
of healthcare consumers report that they requested expected out-of-pocket costs pre-visit.¹

51%

of those say that they were not able to get this information easily and accurately.¹



Providers miss the mark



6/10

is the average pricing accessibility rating self-reported by health system consumer executives.⁵

80%

of health systems offer chargemaster prices for cost estimates, which tend to be confusing and inaccurate.⁵

1 in 3

health systems do not have out-of-pocket pricing estimation tools.⁵



Transparency builds trust.

Make it easy for patients to choose you.

Read the executive brief to learn how your hospital can prepare for the new CMS rule and turn price transparency into a competitive advantage.

1. Cedar (2019). Healthcare Consumer Experience Study: October 2019 Executive Summary.
2. United Healthcare (2018). Consumer Sentiment Survey 2018.
3. Kaiser Family Foundation/Los Angeles Times (2019). Survey of Adults with Employer-sponsored Health Insurance.
4. Forbes (2019). Price Transparency Will Deliver Real Results for Patients.
5. Cedar (2019). Optimizing the Patient Financial Experience: July 2019 Report.