



Shop Book and Pay™

# Attract New Patients with Seamless Digital Experience



As the recent U.S. executive order made clear, healthcare price transparency is here to stay. New state and federal regulations will soon require hospitals and providers to publicly disclose their list prices and negotiated rates for care services.

This shift toward pricing transparency presents a valuable opportunity for providers. For decades, consumers have been unable to shop for healthcare the way they shop for other services. Many cost estimators share only list prices instead of a patient's real, out-of-pocket costs—making price-shopping difficult.

With our Shop Book and Pay service, providers can create a digital storefront to give patients the clarity they seek. By offering personalized pricing and a quality digital shopping experience, providers can drive patient acquisition, increase collections, and differentiate their business in a crowded market.

# Improve Collections with True Price Transparency for Bundled Services

A seamless digital shopping experience—with personalized pricing, integrated scheduling, and flexible payments—can differentiate your practice.

## Drive Patient Volume

Our service presents pricing in two ways: a “Pay Today” discounted cash price, and a “Pay Later” price, which is personalized based upon the patient’s health plan, reflecting both the contracted rates and the patient’s specific benefits and deductible balance. This choice helps both self-pay patients and those with high-deductible health plans choose the best option.

Each provider can choose a closed or open configuration for its digital storefront. With a closed configuration, patients can see only the prices for a single provider, or providers associated with a hospital network. Providers may also choose to share quality and patient satisfaction ratings.

With an open configuration, patients can view and compare prices for all regional providers offering a chosen service. A provider can gain valuable market differentiation by offering consumers a satisfying, quality digital experience—even if the provider is not the lowest-cost provider available.

## Simplify Scheduling

Our Shop Book and Pay service is as easy to use as the best online retail sites. Patients search for a specific procedure or test, comparing providers by price and quality. After choosing a provider, the patient simply adds the chosen procedure to their cart.

Patients can immediately schedule the test or procedure before paying—all within the same shopping workflow. Shop Book and Pay integrates with your existing scheduling system, allowing patients to select the most convenient date and time for their procedure from your available appointments.

Automated follow-up messaging confirms the scheduled appointment, which can be exported to the patient’s calendar. By automating the scheduling and payment process up front, before care is given, Shop Book and Pay helps to reduce no-shows. Patients are more likely to keep their appointments for pre-paid procedures.

## Increase Pre-Payments

Shop Book and Pay helps your practice reduce the administrative costs of accounts receivable, as payment is arranged before the episode of care. From the tool’s shopping cart, patients can pay their balance in full (via credit card, health savings account, or PayPal) to receive a discount.

As procedures are bundled, their cost includes every service involved in an episode of care. The patient’s purchase pays for the facility fee, physician fee, and any laboratory fees, so there’s no need to worry about additional billing.

Patients who are unable to pay in full benefit from knowing exactly how much they owe. Within the tool, they can arrange financing via CareCredit. They can also choose the AutoPay option, selecting a set amount to be billed each month until their balance is paid.

## About Change Healthcare

Change Healthcare is a leading independent healthcare technology company that provides data and analytics-driven solutions to improve clinical, financial and patient engagement outcomes in the U.S. healthcare system. We are a key catalyst of a value-based healthcare system, accelerating the journey toward improved lives and healthier communities.