SME SERIES

Hear from Vālenz® Health and
Certus Management Group
Subject Matter Experts in this deep dive
series on transparency in healthcare.

Meet our first group of SMEs:

Maurice Steenland, Chief Product Officer

With deep expertise in operations, informatics and products, Maurice leads the Valenz team responsible for development, growth and scale in the ecosystem product suite.

Aaron Prose, Vice President, Enterprise Analytics

Aaron oversees data analytics within the Valenz ecosystem/v-Lens environment, specializing in the strategic use of data to support business efficiencies and decision enablement.

Welcome to the Vālenz® Health SME Series!

The SME Series offers insights on a very timely topic in the self-insured industry: the importance of customer-centric transparency in healthcare and how it leads to better decision-making and measurable results across the ecosystem.

Then, on Wednesday, July 12, please join us for the first SME Series live conversation with CEO Rob Gelb as he challenges the way we think about transparency and encourages customers to take action now to gain greater value in the future. Mark your calendars for 11:30 a.m. ET for a lively discussion and a Q&A with the audience. You'll join here: bit.ly/ValenzSME-Live

Beyond the basics – such as machine readable files and price transparency – discuss the value of data transparency to your customers.

Aaron Prose: Transparency in healthcare data starts with providing access to information that is not just about the cost and payment of services, but also about quality and utilization of care. We take every opportunity to illuminate details about cost, quality and utilization across the member health journey and across the life of a claim. When all parties (payer, provider, employer and member) are aligned at the beginning of the member journey, we can avoid friction between the payer and provider, reach a shared agreement on costs, drive savings, and achieve more positive member experiences. Without this level of transparency, data are siloed and difficult to understand, especially for the member.

Maurice Steenland: Unfortunately, most of healthcare still operates in a world of opaqueness, and as Aaron suggests, data are siloed, rarely shared and certainly not interpreted. This leaves members and customers with unanswered questions about their care. We believe transparency into data enables us to unveil answers about pricing, out-of-pocket costs, provider insights, and so much additional information that members don't currently have, which supports their ability to be more informed as "consumers" of healthcare. Thanks to the level of transparency we offer, the days of the member purchasing healthcare services without having any idea what they're purchasing or how much it costs are coming to an end. Our goal is to keep members engaged every step of the way – from a consumer standpoint – in the purchase process.

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- Aaron Prose

Now that transparency is a legal requirement, with hospitals, providers and payers slowly complying, what does the future look like from a transparency perspective?

Maurice Steenland: I see a future where increased data brought about by transparency helps everyone –consumers and providers – leading to the right care at the appropriate cost. Data can help consumers make better decisions for themselves and can help providers get paid faster. Imagine a future where consumers have an app on their phones and can go into a doctor's office where they see how much that provider gets paid from various insurance companies, as well as how much the provider charges for cash. They can negotiate the price at the point of sale with the data they're seeing on the app. Then they can settle the price right there, without the hassle of claim scrubbing processes or other communications going back and forth between payer and provider. It is a win-win for all and gets us back to spending time on care, not on administrative activities. Providers will get paid faster, and consumers will have greater agency over their healthcare choices, as well as less anxiety that they're making the right choices.

Aaron Prose: As more providers meet the requirements of the recent transparency legislation, we have access to new and additional data to make our programs and solutions more effective for customer users. Even though healthcare costs are likely to continue increasing, our ability to pinpoint those increases is crucial to helping customers disrupt the cost curve. We have more visibility and clarity into the most effective medical cost-containment solutions available to turn around those cost increases. Additionally, we can give our clients the control to navigate members to high-performing providers, and shift to cost-containment services best aligned with their claim history and member population.

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with CEO Rob Gelb on July 12, 2023 at 11:30 a.m ET.