

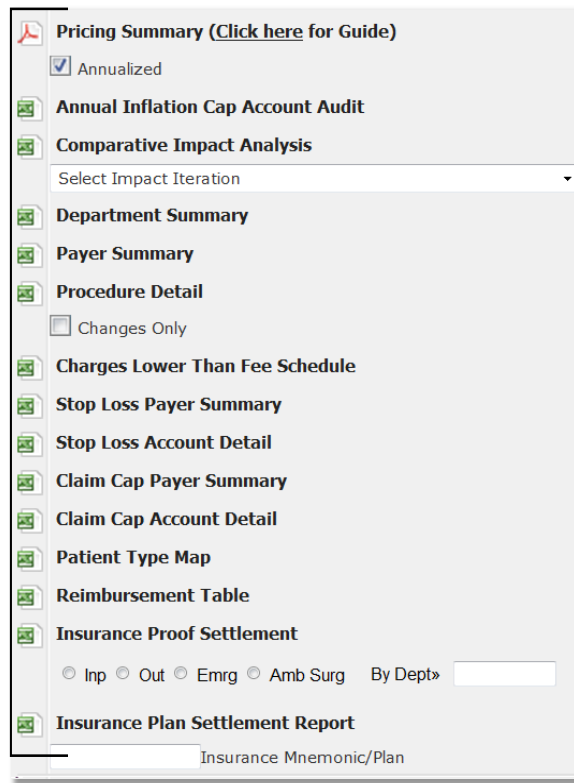


# MARKET BASED PRICING

Healthcare provider prices are being scrutinized more than ever now with the Affordable Care Act in place. The demand for rational pricing is a major component to transparency, price competitiveness and earned reimbursement. It is imperative to ensure that your rates are justifiable.

The purpose of **ParaRev Market Based Pricing (MBP) Program** is to identify line items in the charge master which have negative patient satisfaction due to high prices, identify gross margin improvement opportunities due to low prices and to establish a rational pricing methodology by setting prices based on fee schedule, APC, cost, or competitive market pricing data.

The **ParaRev Market Based Pricing (MBP) Program** deliverables include review of existing prices, price transparency, market/cost based pricing, market analysis, contract modeling, a series of pricing iterations with recommended prices and quarterly post-implementation progress reports.



**Contact your ParaRev Account Representative to learn more about ParaRev's Market Based Pricing program!**

Peter Ripper [pripper@pararevenue.com](mailto:pripper@pararevenue.com) (800) 999-3332 x 210  
Sandra LaPlace [slaplace@pararevenue.com](mailto:slaplace@pararevenue.com) (800) 999-3332 x 225  
Violet Archuleta-Chiu [varchuleta@pararevenue.com](mailto:varchuleta@pararevenue.com) (800) 999-3332 x 219