

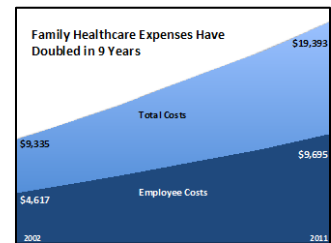


Find Fair Prices, Compare Providers, Shop for Care and Save Money

Healthcare Blue Book is an online tool that enables you to find the best prices for healthcare services you may need. With Healthcare Blue Book, you can shop for care so that you get the most affordable care available in your area, from high quality providers.

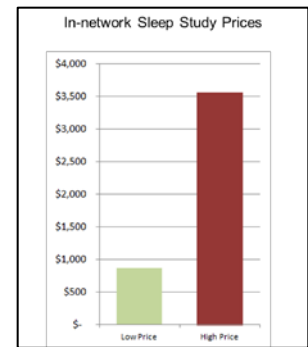
Why use a healthcare pricing tool?

- Healthcare costs have doubled in the past 9 years
- In-network prices for most healthcare services vary by 300% to 500% or more, depending on the provider
 - A sleep study (see example to right) can cost under \$1,000 or over \$3,500 in the same town
- Your friends and neighbors may already be saving by using Healthcare Blue Book
- You too can reduce your healthcare costs by becoming a **true healthcare consumer**



How does Healthcare Blue Book work?

- Search for services by using drop down menus or searching on key terms
- Learn the Fair Price you should pay in your area, and how much you can save by making cost effective choices
- Prices are based on your local area
- You can then compare specific providers on both cost and quality



What is the Fair Price?

- The amount that you should reasonably expect to pay in-network
- Based on the local mix of prices – not the lowest price
- Multiple providers are available at or below the fair price

"I had to have a stress test done and I used the Blue Book to find the least expensive facility. St. Francis was \$4,300 and the heart facility at Community North was only \$1,700 – and will probably be less than that!"

Healthcare Blue Book Users Tell Us:

How do I access Healthcare Blue Book?

- Go to askallegiance.com
- Enter website
- Select Cost Transparency on main page
- Enter Group number and Participant ID from ID card
- Confirm or change the zip code

"After paying nearly \$1,400 more that I should have for an ultrasound test, I needed an abdominal CT scan and used Healthcare Blue Book to find that the Fair Price for that test was about \$850. I found a different provider that charged the Fair Price. Our regular provider, the local hospital, would have charged \$3,492. I saved over \$2,600."



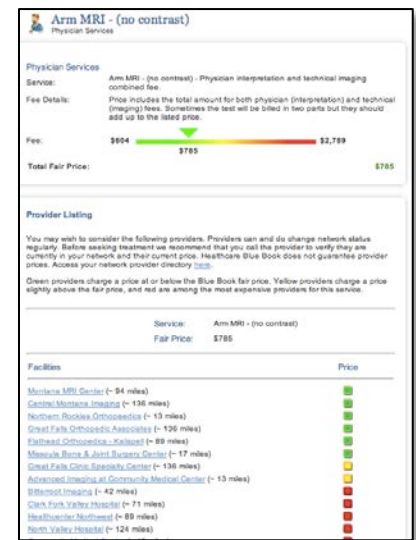
How do I search for the price of a service?

- Select from a drop down box
- Enter a search term in the search box
- Select the service from the results list
- The Fair Price or the price range, from low to high, will be shown



How do I find a provider at the Fair Price?

- Providers are listed with their color price rating
- A link to your PPO provider search is provided
- Click on a facility to get more information and see physicians who practice at that facility
- Maps, price ratings and quality ratings are provided



What are ShopSmart services?

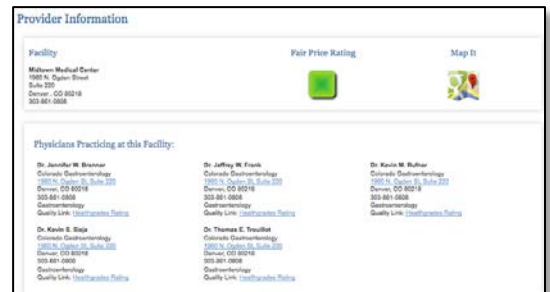
- “ShopSmart” services are those on which you have the opportunity to save hundreds or thousands of dollars and they:
 - Vary in price a lot
 - Are expensive
 - Can be shopped for a better price

What do the colors mean?

- Green = at or below the Fair Price
- Yellow = somewhat above the Fair Price
- Red = among the most expensive providers

What if there aren't any providers listed for my area?

- Healthcare Blue Book helps you understand the price you should pay for care in your area
- Use the Fair Price in conjunction with your provider directory to call local providers and find one that charges at or near the Fair Price



Can I access Healthcare Blue Book from my mobile device?

- iPhone and Android apps are available to download
- You can also access the Healthcare Blue Book site from your mobile device's browser
- Your Mobile code is available from your website login

