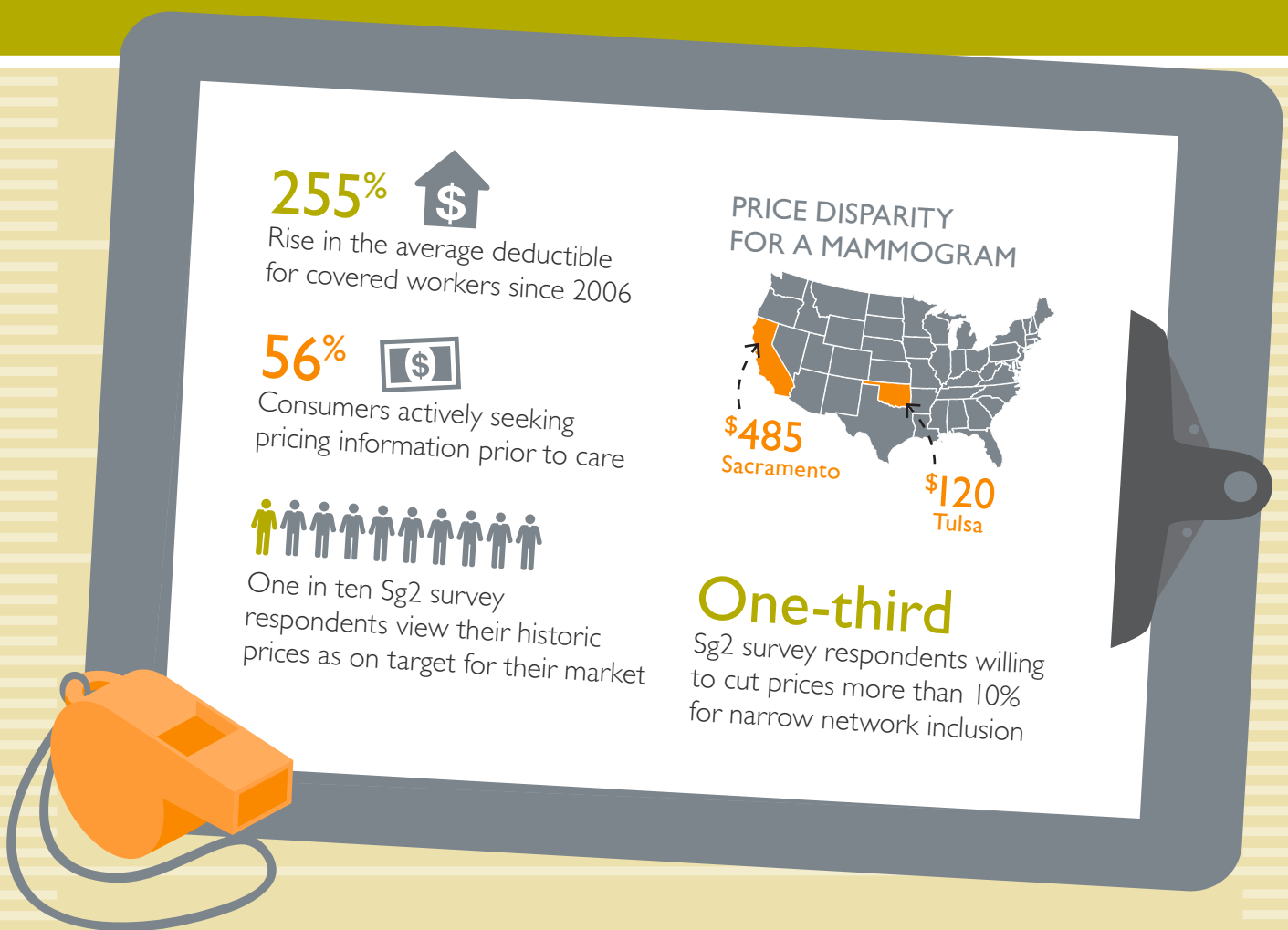
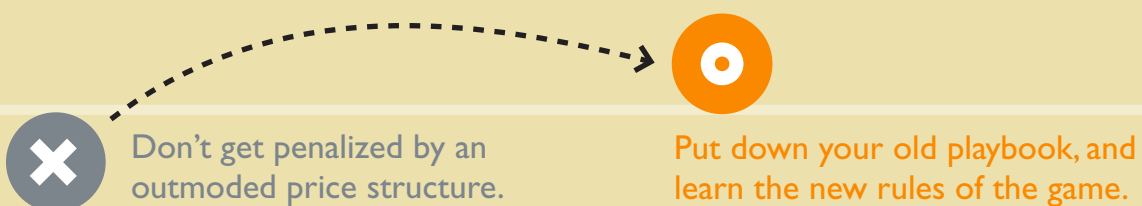


PRICING PRECISION

Provider systems are feeling mounting pricing pressure. Increased commoditization of the product, lower brand loyalty and growing price sensitivity are changing the playing field.



WHAT'S THE RIGHT PLAY FOR BETTER PRICING STRATEGY?



OLD RULES

Maximize commercial contract rates to offset reimbursement shortfalls from public payers



Base degree of discount on insurer size



Give across-the-board discounts off standard chargemaster



Position high-volume services for high margins



Establish pricing at market level



NEW RULES

Formulate strategic pricing to maximize attributed lives



Base degree of discount on partnerships for broad range of plan offerings



Make service-specific adjustments based on price sensitivity



Price high-volume services defensively



Establish pricing at system level to improve positions with regional players



WANT A WINNING STRATEGY?

Sg2 can help. Read our [full report](#) or reach out to us at learnmore@sg2.com.

