

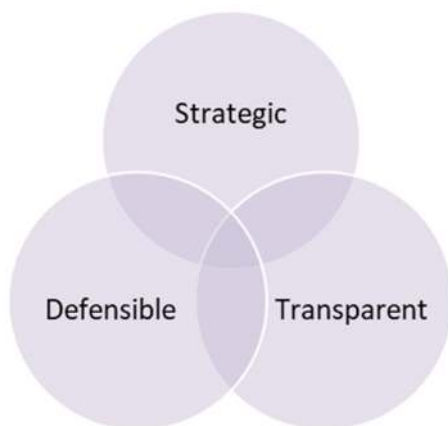
# LUNA ALLY



PRICING METHODOLOGY AND CUSTOMIZABLE TOOL

**Luna Ally** provides the healthcare organization with a methodology consistent with the Healthcare Financial Management Association's (HFMA) rational pricing recommendations and in support of the objectives outlined by the Centers for Medicare and Medicaid Services (CMS) pricing transparency initiative. The methodology is translated into a customizable tool that provides flexibility in revising and testing methodologies to calculate gross charge impact at the levels of the organization, cost center, department, billing category, coding and top contracted payers.

## APPROACH



In achieving a rational pricing model, organizations combine the more traditional approaches for strategic, defensible and transparent pricing.

Principles are applied at the onset to understand the current structure related to like and similar services, identification of more complex and resource intensive services and procedures, and regulatory and payer expectations for claim submission and reimbursement terms. Collaboration continues amongst our advisors and key organizational stakeholders to revise the model to meet strategic objectives, patient-centric initiatives and maintain payer contract compliance.

A rational pricing model provides for the following:

- Simplicity in administration
- Coverage of financial requirements
- Ability to easily communicate prices
- Stability in benchmarking
- Clarity for consumers

In many cases, applying pricing methodology concepts and structure alone can increase gross revenues. Simply put, align pricing with rational methods (e.g. bilateral services are higher than unilateral) can make the conversation with patients and payers much easier and defensible.

## ADDITIONAL BENEFITS

