

From Static to Dynamic: The Future of Pricing Strategies

In the face of new price transparency mandates, Payers can feel stuck maintaining the status quo when it comes to re-pricing approaches such as: secured discounts, reference-based pricing and proprietary algorithm-based pricing.

But they can break free.

The Old Way

Static Agreements & Benchmarks

- **Fixed Rates:** Rates are pre-negotiated with buyers, ignoring real-time data and market changes.
- **Low flexibility:** Out-of-network providers are extremely difficult to negotiate with, leading to higher costs and yielding lower discounts.

Regulatory Challenges

- **Outdated re-pricing methods:** Secured discounts, reference-based pricing, and proprietary algorithms face increasing scrutiny for potential non-compliance with evolving regulations.
- **Financial strain:** Managing costs of self-insured and high-deductible plans can quickly get out of control.

Opacity

- **Opaque pricing:** Rate determination is done in the dark.
- **Dubious algorithms:** Proprietary systems are customizable, but lack clarity and transparency surrounding their calculations.

The New Way

Dynamic, Data-Driven Pricing

- **The MiX platform:** AI and machine learning technologies monitor customer data and uncover opportunities for increased savings in real-time.
- **Optimized marketplaces:** Market trends are analyzed and enhanced on an ongoing basis.

Compliance and Flexibility

- **Pricing transparency:** Robust data integrity makes compliance a simpler task.
- **Real-time insights:** Stakeholders can use timely data and analysis to align on new regulations and how to mitigate risk.

Transparency & Data Integration

- **A clear-eyed view:** AI-powered, verifiable data democratizes pricing decisions.
- **Advanced reporting:** Aids compliance and encourages fairer practices for all.

Make Data-Backed Decision with MacroHealth

The MacroHealth Intelligent Exchange (MiX)[™] is an Intelligent Health Market as a Service (IHMaas) platform harnessing the power of data and a marketplace approach to:



Optimize Healthcare Spending

Allows Payers to maximize efficiency and cost-effectiveness, all with enhanced compliance



Ensure access to affordable care

Promotes transparency to instill Payer and member confidence in care affordability and optimization, enabling better healthcare outcomes



Connect to an ecosystem of partners

Facilitates access to comprehensive solutions and collaborations, allowing for a great competitive advantage

Read our blog, [“Fiduciary Responsibility in Healthcare,”](#) to learn more about the importance of regulatory compliance.