



GO FOR GREEN WITH EDUCATION

WHAT DOES TRANSPARENT FREE MARKET HEALTH CARE MEAN?

We are all frustrated by the lack of transparency in healthcare. We make value-driven purchasing decisions every single day, yet we are unable to easily find the information to help us make value-driven decisions about one of the most important things in our lives: Our Health.

Health care transparency provides consumers with the information necessary, and the incentive, to choose health care providers based on value. Value is not just about price; but rather price and quality.

Providing reliable cost and quality information empowers consumer choice. Consumer choice creates incentives at all levels, and motivates the entire system to provide better care for less money. We already see this working in certain areas in our healthcare system, i.e. LASIK, cosmetic surgery, etc. These areas are driven to be valuable as consumers demand great quality for a reasonable price.

Free market health care is consumer driven. We believe that valuable healthcare should be expensive. We have been taught that the highest quality will cost more. However, the opposite is true, the quality of healthcare is not related to the price in the way we are used to. In reality – **better quality care is almost always a LOWER cost.** A recent study indicated that if everyone in the U.S. got their care from the Mayo clinic, health costs would sharply decline. Mayo has excellent quality care, but their prices are far less than the competition.

WHY IS THIS IMPORTANT TO ME?

Advantage Health Plans Trust is self-insured. This means that the dollars that come out of your paycheck, and the dollars that your employer contributes, are used to pay your claims. When claims are higher than the amount available, contribution rates must increase.

We all know that health costs as they stand today are unsustainable. Researching the cost and quality of your care can make a huge impact on your Plan and what you pay for your benefits. We have tools in place to make this process as easy as possible. All of the Advantage Premier Providers have outstanding quality metrics. They are the best of the best, and their goals are the same as ours! Their pricing is up to 80% less than the big hospitals with outcomes that are incredible. Healthcare Blue Book is an online tool that tells you the fair market price for your procedures and treatments. It will even rate the providers from Green to Red to tell you which are the best value for cost and quality.

WANT TO LEARN MORE?

- Oklahoma Doctors vs. Obamacare - Surgery Center Provides Free-Market Medicine*
The video below talks about how The Kempton Company (Administrator of Advantage Health Plans) and The Surgery Center of Oklahoma have partnered to promote free market transparency in healthcare pricing. Administrator Jay Kempton and Dr. Smith, along with other physicians and third party administrators, firmly believe that consumer and marketplace driven healthcare will change the way we access and utilize healthcare in America. Their goal is to promote this concept to other self-insured employers and like-minded medical practitioners and facilities across the U.S.
<http://reason.com/reasontv/2012/11/15/the-obamacare-revolt-oklahoma-doctors-fi>
- Rep. James Lankford and Dr. Keith Smith Discussed a Market-Based Approach to Health Care*
Rep. James Lankford and Dr. Keith Smith of the Surgery Center of Oklahoma discuss a market-based approach to health with more transparent prices to reduce costs.
<https://www.youtube.com/watch?v=ISLiPAJefK4>
- How to Save Thousands of Dollars on Common Surgeries*
The Surgery Center of Oklahoma, has been making big waves with their transparent cost structure and bundled pricing. So much so, that Anchor D Bank President Paul Freeman, Surgery Center Director Dr. Keith Smith, and Jay Kempton were asked to sit down with local KOCO Channel 5 news to discuss the impact on self-funded health plans!
<http://www.koco.com/How-To-Save-Thousands-Of-Dollars-On-Common-Surgeries/-/9844716/12761822/-/wtf15k/-/index.html>
- Transparency Documentary Preview*
This video is a preview for a documentary about why transparency is so important to the future of health care in America.
<http://vimeo.com/41024892>

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