

The Price Transparency compliance payoff

Faster payments and improved performance delivered

KPIs that matter

The University of Tennessee Medical Center (UTMC), using Oracle Health's EHR platform, saw strong results with Experian Health's pre-service estimate and payment products, leading to:

100% compliant with the 2021 Hospital Price Transparency Rule

63.3% increase in estimates year-over-year

60.46% more estimate payments in six months than the prior year

42.77% more estimates above the Board's annual target

The road to price transparency isn't easy especially when you're juggling outdated processes, tight deadlines and rising expectations from patients. For UTMC, the turning point came when they realized the old ways of working wouldn't be enough to meet new regulations.

Turning point: A compliance mandate sparks change

Before 2020, UTMC relied on a manual, time-consuming process to create patient estimates. Financial counselors had to manually extract charges and CPT codes from historical claims using an internal reporting system. But when CMS issued its Hospital Price Transparency Rule, everything changed.

Hospitals must now provide clear, upfront price estimates or risk steep fines. UTMC's patient access leaders quickly realized that their existing processes simply couldn't keep up.

Without better tools and integration, the team couldn't deliver what was now required, and it put the organization

at risk of compliance penalties. **"Lacking a digital system, it was difficult for our team to do their jobs efficiently, and hard for patients to get the information they needed required by the ruling,"** said Marianna Ross, Manager of Customer Service and Financial Counseling.

Simplifying compliance with a unified solution

UTMC needed a new estimate process that was intuitive for staff, reliable under a potential CMS audit and flexible enough to grow with them. Experian Health Patient Estimates stood out with its simplicity compared to other vendors.

Patient Estimates pulls from the hospital's chargemaster, payer contracts (integrating with Experian Health's Contract Manager), claims history and real-time eligibility data. Staff have the confidence to generate an accurate estimate while patients feel empowered to read a clear, detailed estimate specific to their procedure.

The simplicity and usability of Patient Estimates made the choice easy. And the built-in reporting would help demonstrate compliance with the Price Transparency Rule.

"Experian Health helped us meet the compliance of the Price Transparency Rule. Without it, we would have been subject to large fines."

**-Marianna Ross,
Manager of Customer Services and Financial Counseling at UTMC**

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Scaling success: UTMC built more than estimates. They built an entire patient payment system.

After successfully implementing Patient Estimates and fulfilling Price Transparency mandates, UTMC didn't stop there. They expanded their efforts, working with Experian Health to create a robust and unified patient payment strategy.

They added Self-Service Patient Estimates which enables patients to generate either a self-pay estimate or price estimates for services using their current insurance information. UTMC added PaymentSafe® to support pre-service and secure point-of-service transactions. Then they layered Patient Financial Advisor to deliver text estimates to patients' mobile phones with the option to pay.

Patients now have several ways to review and pay their estimates. Staff have better tools too, which makes it easier to outreach five to seven days before service not just one to two, giving everyone more time to prepare.

The timing of this new process couldn't have been better. In 2024, UTMC's Board set a strategic goal to increase the number of estimates delivered within the year. With Patient Estimates, Self-Service Patient Estimates and Patient Financial Advisor working together, the team didn't just meet the goal — **they exceeded it by 42.77%**.

Confidence at the front desk: How estimates changed the conversation

With timely access to clear cost breakdowns from Patient Estimates, staff were better equipped to have informed, compassionate conversations. Patients felt more confident and informed, empowered by transparent cost information that reduced anxiety and uncertainty around their care.

"Estimates and payments are complicated to unravel for many of our patients. And patients are scared and nervous about procedures. It is helpful to have a simple, clear breakdown of costs to help guide these conversations,"

Ross continued.

Operational gains from a connected patient payment strategy

UTMC delivered big results with Patient Estimates and Self-Service Estimates, Patient Financial Advisor and PaymentSafe® working together:

100% compliant with the 2021 Hospital Price Transparency Rules

63.3% increase in estimates year-over-year

60.46% more estimate payments in six months than the prior year

42.77% more estimates above the Board's annual target

"Patient Financial Advisor has added ease not only for our patients but for our staff. It helps us educate and simplifies our workflows. It's helped us put more hands where they need to be," Ross shared.

Advice from the frontlines: What UTMC learned

Looking back, UTMC's team offers this advice: invest early in your contract data. The best technology only works as well as the information it's built on. Don't underestimate the importance of internal champions and cross-functional support, including on the vendor side. **"Experian evolved with us as our needs progressed and changed to ensure we received the most from the products,"** emphasized Ross.

Educating patients is just as critical. UTMC used everything from social media to front-desk flyers to build awareness for receiving estimates via text, powered by PFA. **"This is a cultural change, not just a system change,"** Ross continued. **"And like all change, it takes time."**

Learn more on our [website](#) or [email us](#).

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Meet the client

Serving East Tennessee with a vision for better care

As the region's only academic medical center and Level I Trauma Center, University of Tennessee Medical Center in Knoxville, Tennessee, plays a vital role across East Tennessee, Southeast Kentucky, and Western North Carolina. With 710 beds, 1,500+ physicians, and over \$1.2 billion in net patient revenue, UTMC provides a wide range of specialty services from heart and transplant care to NICU and perinatal services. Their mission: to serve through healing, education, and discovery.

About Experian Health

At Experian Health, we serve more than 60 percent of U.S. hospitals and more than 7,500 medical practices, labs, pharmacies and other healthcare providers to simplify healthcare with data-driven platforms and insights that help our clients make smarter business decisions, deliver a better bottom line and establish strong patient relationships.

Experian is a global data and technology company, powering opportunities for people and businesses around the world. We invest in talented people and new advanced technologies to unlock the power of data and to innovate. A FTSE 100 Index company listed on the London Stock Exchange (EXPN), we have a team of 25,200 people across 32 countries. Our corporate headquarters are in Dublin, Ireland. Learn more at experianplc.com.

For more information about Experian Health, visit <http://www.experianhealth.com>.



Experian patient payment products

- **Patient Estimates** pulls data from your chargemaster, payer contracts, claims history and real-time eligibility to calculate what patients could owe. Integrates seamlessly with Experian Health's Contract Manager and Eligibility to deliver the most up-to-date current payer and benefits data.
- **Self-Service Patient Estimates** is a service portal to deliver over 300+ estimates to patients pre-service.
- **Patient Financial Advisor (PFA)** integrates with Patient Estimates to provide patients with their pre-service estimate via text. Patients receive their estimate with an option to pay through a secure mobile experience.
- **PaymentSafe®** is the payment processing engine that provides an efficient and seamless way to process patient payments. PaymentSafe connects to your technology to collect point-of-service and online collections.