



# WEBINAR

## Price Transparency: What's Next?

10-11 am Wednesday, Aug. 4

### PROGRAM OVERVIEW

As consumers become savvier and require more information about health care costs, providers are challenged to provide meaningful information. The Jan 1, 2021, Price Transparency requirement and new measures to address the No Surprises Act and providing good faith estimates are already incorporated into state regulations. This session will examine price transparency compliance and review the penalties and fines for noncompliance.

### LEARNING OBJECTIVES

- Describe the consequences of noncompliance.
- Explain what goes into providing good faith estimates.
- Identify the required elements of CMS' price-transparency mandates.
- Outline the new price-transparency requirements and review the No Surprises Act.

### INTENDED AUDIENCE

- C-Suite executives.
- Business office managers.
- Patient access professionals.
- Revenue cycle directors.

### SPEAKERS

**Randi Brantner** began her career working in a variety of pharmacy settings including retail, military, hospital, narcotic control and pharmacy purchasing. Brantner continued working as a charge master analyst and supported the hospital revenue cycle through maintenance of the charge-description master for the health system, helped implement the operational improvement of billing processes and helped monitor, audit and measure the effectiveness of the revenue cycle process. She joined PARA HealthCare Financial Services in 2012 and is their vice president of analytics. Her team is responsible for a variety of financial analytics in all hospital areas including pharmacy, materials management, market-based pricing, contract management and reimbursement analytics.

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**Peter Ripper** began his health care career as a financial analyst and hospital controller for American Mediacorp. Ripper continued his career as a principal accountant at UCLA Medical Center, working in the reimbursement department. In 1985, He formed Peter A. Ripper and Associates (PARA) as a resource to the hospital revenue cycle, supporting hospitals and health systems with pricing, coding, reimbursement and compliance. Ripper and his team have created a web-based revenue cycle tool and a comprehensive revenue integrity program complete with a chargemaster audit, pricing services, monthly departmental meetings, and pricing, coding, reimbursement and compliance support.

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