

Chapter Webinar Coalition



Reference-Based Pricing “Myths and Realities”

Tuesday, February 25, 2020 | 10:30 – noon Pacific

Via Webinar - No Cost

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Self-funded health insurance programs have adopted various cost-control strategies over the decades, one of the most recent being the advent of Reference-Based Pricing (RBP). This session will provide a comprehensive overview of RBP, where provider reimbursements are based on Medicare-like payment levels as a “reference” point. Along with discussing the components of an RBP program, we’ll delve into the reasons RBP programs were created as an alternative to typical UCR payment models. The presentation will include key factors for identifying clients for whom RBP may be a viable option, as well as which factors to weigh when evaluating TPAs, repricers, and stop loss carriers to ensure a successful RPB program.

Top Take Aways

- Understanding of Reference-Based Pricing strategy
- Strengths and weaknesses of Reference-Based Pricing programs - what's true versus what isn't
- Keys for identifying the right clients and vendors for successful implementation of Reference-Based Pricing programs

Speaker: Donald L. Reiman, Founder and President of Echelon Group

Don is the founder and president of Echelon Group, a full-service employee benefits and financial services company located in Boise, ID. With over 30 years of experience in the benefits and financial industries, Don has amassed an impressive number of certifications, including ChFC, BFA, CLU, CFP, REBC and RHU. He is also a Certified Practitioner/Master of Neurolinguistic Programming (NLP).

Don is the author of *RESET: Harnessing Change, Fear and Risk as Catalysts for an Extraordinary Life*. The book discusses his experience with redefining success, how it impacted his life, and how it can help others. A native of Boise, Idaho, Don has thoroughly taken advantage of living in such a diverse area, although he regularly finds himself connecting with people wherever his adventures take him.

Professional Development Credits available by attending this session:



Qualifies for 1.5 CEBS continuing professional education (CPE) credits



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