

Four years ago Alegent Health embarked on a quality revolution – we built a strategic plan that is centered around our patients, families and communities. We asked ourselves critical questions like – what other service do American’s buy without knowing how good it is or how much it costs. It dawned on us then that we needed to be aware of our customers' needs as retail champions, Dell Computers and Burger King where consumers can have it their way. This we know to be true:

1. Our healthcare system is broken  
We believe an important step in fixing it is to empower consumers through tools like My Cost, a patent-pending online tool that gives consumers an estimated cost for more than 500 procedures and tests. That estimate is personalized according to the person’s individual insurance policy. What My Cost does – is it puts the consumer back in control of their healthcare dollar.

1. My Cost – nearly 50,000 estimates produced
  - a. My Cost usage is up
    - i. August – 878 estimates were generated
    - ii. September – 1154 estimates were generated
    - iii. October –1222 estimates. From August to October, that’s 344 additional users - a 39% increase in use.
  - b. Users tell us they love being able to find their cost and out-of-pocket expense for various procedures and tests. Bridget of Omaha told us this week, ‘It is very easy to use and I really appreciated the information it provided on what my out-of-pocket cost could be.’
  - c. The most striking increase we’ve seen in My Cost usage has come over the last few months during the economic downturn. As charity care requests have gone up, so has the number of cost estimates - which means people are beginning to take notice of and control of their healthcare spending.
  - d. Test drive My Cost

2. Our patients want different things from us and My Cost is only part of the equation. The other construct of our plan is publicly reporting our quality scores. It wasn’t an easy thing to do at first....but it is clearly the right thing to do.

- a. Alegent Health not only tops the list of America’s hospital networks in a study conducted by The Network for Regional Healthcare Improvement (NRHI).
- b. Alegent has also been named top performers in a Centers for Medicare & Medicaid Services (CMS) Premier healthcare alliance pay-for-performance (P4P) project. This project rewards hospitals for delivering higher quality care in five key clinical areas. Alegent Health as received \$800,000 over three years
- c. Alegent Health is among a nationwide group of hospitals participating in the Hospital Quality Alliance, a program managed by the Centers for Medicare and Medicaid Services (CMS) to assess quality.