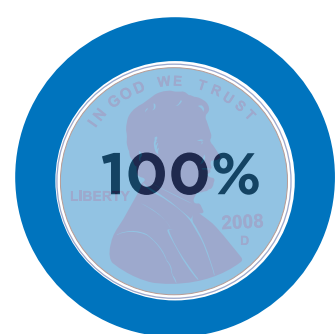
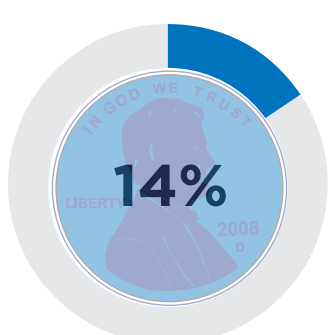


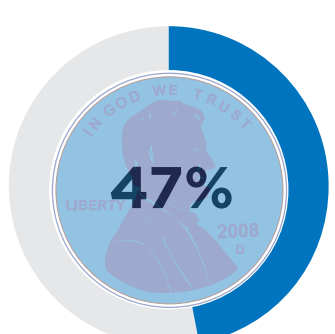
The Value of Price Transparency in Healthcare



How much the same procedure in the same market can vary in price



How much more a hip replacement costs in the West than the national average



How much a consumer in the Western states could save by having hip replacement surgery at, or below, median costs

Increased price transparency could save the nation as much as \$36 billion per year.

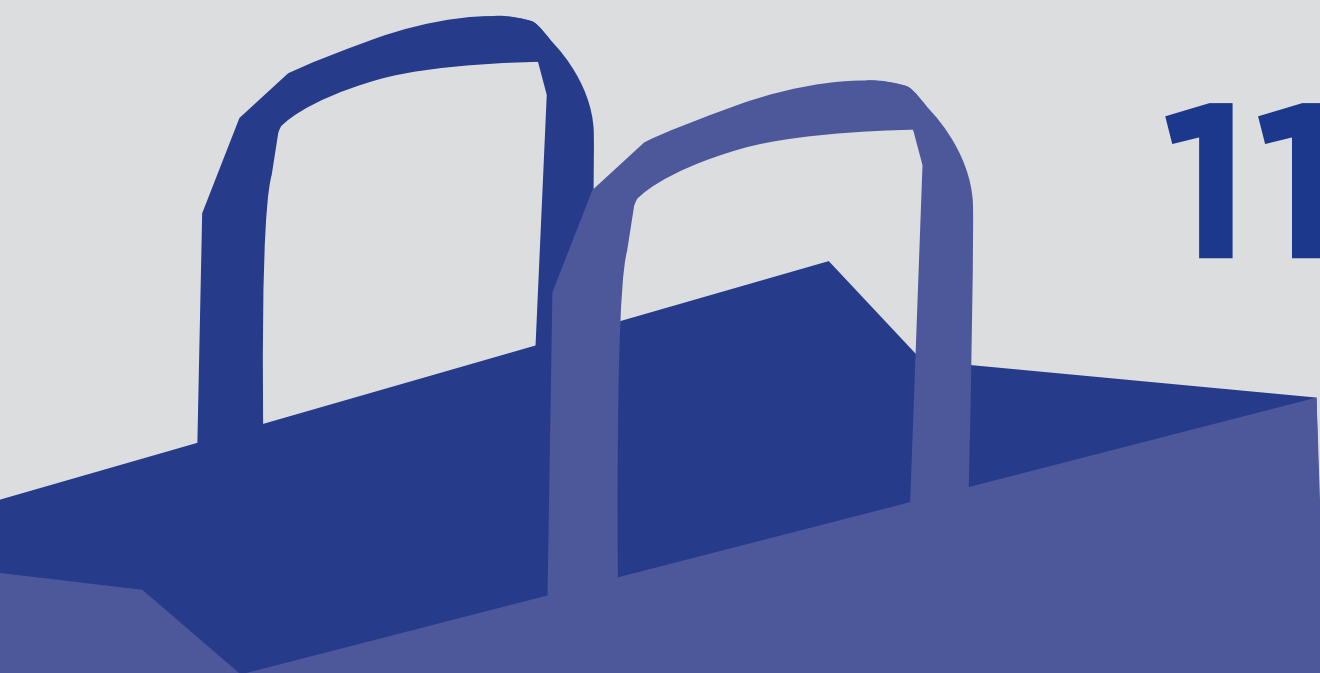
Consumers Are Ready to Shop for Healthcare

67%

Amount of consumers who say they want information on provider quality and cost comparisons

11%

Increase in # of Americans who checked prices before scheduling treatment in the last 2 years



Year-Over-Year Savings...in the Bag

	Baseline	Year 1	Year 2	Year 3
Healthcare Cost Trend	6.10 %	6.10%	6.10%	6.10%
Potential Trend with Reduced Price Variation	6.10%	5.73%	5.17%	4.24%
Savings		\$715,000	\$2,649,000	\$6,786,000

* Based on 20,000 covered lives

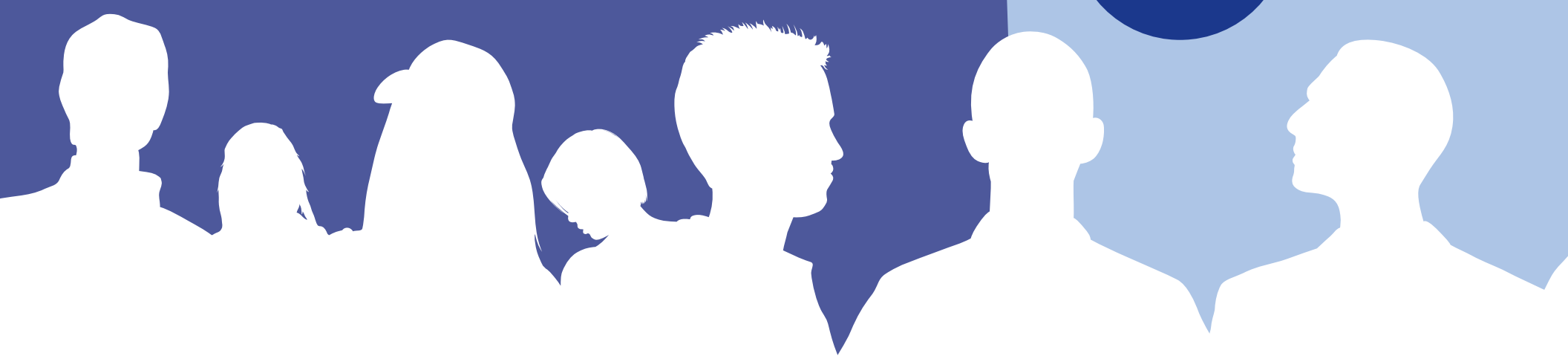
90% of Truven Health Analytics™ Treatment Cost Calculator estimates are found to be **accurate within 10%** of the actual cost.



80% surveyed said the estimates helped them understand their financial responsibility up front



74% surveyed said they were more likely to pay their bill



FACT: 90 million consumers say they don't know their healthcare options, leading to 3-6% higher expenses.

Sources: "Save \$36 Billion in U.S. Healthcare Spending Through Price Transparency," Truven Health Analytics, 2012; Coluni B, Diebold A., "Thomson Reuters Impact of Price Transparency Study Using MarketScan® Data," 2011; Vanderbilt Center for Evidence-Based Medicine 2010 study; Truven Health Analytics-NPR Health Poll, April 2012