

DALBAR'S 2010 EXPLANATION OF BENEFITS REVIEW

INTRODUCTION

For the first time in history, the most critical health insurance communication, the explanation of benefits (EOB), will undergo a national comprehensive review. Using its decades of experience evaluating statements from all financial sectors, DALBAR, Inc. will undertake the review.

The results will be used to identify best practices, reduce costs and improve the EOB's effectiveness.

USES

- ü Reduce production costs or other related expenses such as:
 - volume of calls to the call center
 - volume of paper through better design
- ü Make the case internally to redesign or update the EOB
- ü Better understanding and therefore more expeditious use of healthcare services
- ü Improve cash flow by reducing questioning of invoices
- ü Promote your success and create a competitive advantage if applicable

DELIVERABLES

- è Industry Analysis:
 - § Addresses current trends and challenges in design and content and includes relevant recommendations and industry best practices. Describes qualities of leadership that distinguish the top ranked EOBs.
 - § Ranks Explanation of Benefits
 - § Documents criteria used to evaluate the EOB
- è Executive Summary of Findings and your EOB's Rating:
 - § The rating your EOB achieves
 - § Industry benchmarks to provide context for your EOB's score and rating

EOB SUBMISSION TIPS

DALBAR offers healthcare providers the opportunity to submit an EOB and its supporting materials to be included in the ranking. Submitting an EOB allows you to ensure that we evaluate your full capabilities and identify all of the features offered.

The following are tips for your submission. They are not requirements but do offer guidelines on what to submit:

- If you are making your submission online, please be sure to include the healthcare provider name and document type (e.g., "ABC Insurance EOB sample 1" or "ABC Insurance submission worksheet" or "ABC Insurance messaging") in all document names.
- EOB sample should include examples for all types of coverage including MD visits, prescription coverage, and hospital stays, if applicable.
- Include examples of personalized messaging used within the past year.
- Provide documentation of optional modules within the EOB.
- Provide copies of EOB in full color.
- All member information should be replaced with fictional information if using an actual member's EOB.
- Provide examples of different EOB formats, if offered.
- Include a copy of the EOB guide given to members, if available.
- Display actual dollar values in numeric fields (rather than "xxxxxxx"). This allows us to see how calculations are made and judge their consistency.
- Show a co-branded example if this feature is available.

METHODOLOGY

EOBs will be evaluated and rated using DALBAR's Evaluation Criteria. The Evaluation Criteria for EOBs are based on:

- ü Stakeholder Preferences
- ü Regulatory Requirements
- ü Industry Practice
- ü Communication/Design Best Practices

Each EOB is rated in three categories:

- **Clarity:** Determines whether the content is presented in a manner that can be easily understood and is relevant.

- [Content](#): Determines whether all required content is present and is additional content presented in a way that will help readers put the EOB information into an overall context (e.g. targeted messaging).
- [Design & Available Formats](#): Elements that enhance the readability and understandability of the statement, such as charts, icons, and font size and style.

COSTS

There is no cost to submit your EOB for inclusion in the report. In return for submitting your EOB, you will receive the executive summary and your EOB's rating.

The comprehensive report costs \$3,500, however, if you submit your EOB, the cost is \$1,500.