



## Hospital Zero-Base Pricing®

**In this era of intense public scrutiny, Panacea provides a proven cost and market-based strategy that delivers the pricing discipline the market demands while achieving your net revenue objectives.**



Clearly the most defensible price is one that is based on actual cost. Over the decades with many hospitals being reimbursed or paid less than cost by federal and managed care payers, shortfalls were subsidized through selective price adjustments or cross-subsidization. After years of deploying such techniques, hospital administrators are found today in an era of intense public price scrutiny with chargemasters incredibly difficult to explain.

The Hospital Zero-Base Pricing® program establishes prices based on actual unit costs and provides comparisons to local peer's prices. Where needed, we use sophisticated software and analysis to estimate unit costs. This saves the burden and expense of implementing a traditional cost account system. Before finalizing price models, some prices are adjusted to ensure that the cost-based prices don't fall below contractual amounts and that others remain competitive. You also receive net revenue models for multiple pricing scenarios and a comprehensive audit trail for each line item. In short, you have exactly what you need to defend your pricing.

### Panacea

Offices in  
Minnesota  
Florida

(866) 926-5933  
panaceainc.com

#### About Panacea

Panacea delivers innovative auditing, compliance, chargemaster, strategic pricing, and revenue integrity consulting and software solutions as a single-vendor solution to help clients proactively identify risks and opportunities and overcome today's challenges, providing the clear answers needed to swiftly and cost-effectively achieve quality results.

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#### Key Benefits

- Prices can be established based on a hybrid of unit cost, multiple market groups, fee schedules and other parameters to be rational and defensible
- Maintains your net revenue objectives
- Considers Medicare and non-Medicare, APC rates, and fee schedules
- Pricing is competitive and defensible
- Cost accounting system is not required
- Multiple pricing scenarios presented
- Provides audit trail for future reference

**For more information, call us at (866) 926-5933 or request to watch a free on-demand demonstration at [panaceainc.com](http://panaceainc.com).**

**PEER REVIEWED**  
by HFMA®

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