



Decrease Cost and Increase the Quality of Health Care with

Care Comparison



Everyone can do their part to keep down the cost of health care while not sacrificing quality. You shop around for groceries, clothes, household items—why not health care?

By calling one of our Blue Cross and Blue Shield of Florida Care Consultants at 1-800-955-5692, Option 5, you can improve the quality of care you receive, while reducing costs.

An educated consumer will make better health care decisions through transparency. Here are some examples:

- Care Comparison provides quality and care information on 40 high-volume elective services, procedures and common office visits.
- Care Comparison is a tool to assist members as they navigate through the health care system. It allows members to use and apply available cost and quality information to assist in decision making.
- Provider/facility quality information from publicly reported sources is available; including the number of times a procedure or service was performed, along with complication and patient safety rates.

*Call 800-955-5692,
option 5
or
Visit us online at:
www.bcbsfl.com/myblueservice*



**BlueCross BlueShield
of Florida**

An Independent Licensee of the
Blue Cross and Blue Shield Association

Health care happens between

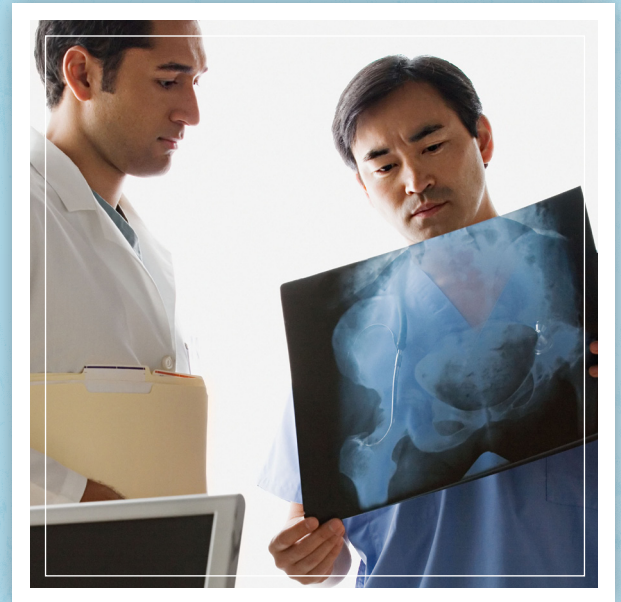
Patient and Provider

We understand the importance of members having access to the highest quality health care at the most affordable cost. That's why we've built Care Comparison to support your needs, as well as your family.

Contacting a Blue Cross and Blue Shield of Florida Care Consultant can increase the quality of health care outcomes while saving you money.

Did you know?

- MRI of Leg** = Tickets for 6 to a Florida amusement park
- Knee Replacement** = Transatlantic cruise for 4
- Back Surgery** = Premium Season Tickets for 4 at a Florida NFL team
- Normal Childbirth** = 2 years college tuition
- CT Scan of Head** = 10 dinners out on the town



Cost & Quality Comparison

Provider reimbursement can vary without correlation to quality. By selecting a low cost provider with equal or higher quality you are reducing your cost. Your Care Consultant can help you navigate through the complex options available to you and determine the best quality care at a more affordable price.

Procedure	Provider	Quality	Provider Paid	Member Cost*	Cost Difference	Percent Difference
Spinal Fusion (Posterior)	Provider A	Higher	\$43,455	\$8,691	\$37,247	186%
	Provider B	Lower	\$80,702	\$16,140		
MRI Back, Spine	Provider A	Equal	\$208	\$41	\$582	380%
	Provider B		\$790	\$158		
Knee Replacement	Provider A	Equal	\$19,501	\$3,900	\$3,545	118%
	Provider B		\$23,046	\$4,609		
CT Scan Head	Provider A	Equal	\$124	\$24	\$389	414%
	Provider B		\$513	\$102		

*Assumes a 20% coinsurance

Log on to MyBlueServiceSM at www.bcbsfl.com, click WebMD[®] link and research treatment costs!