

## 2012 Trends and Best Practices in Explanation of Benefits Statements

### Introduction

DALBAR, Inc. is now accepting submissions for its annual EoB evaluation and ranking program. Now in its 3<sup>rd</sup> year, DALBAR'S Trends and Best Practices in Explanation of Benefits Statements program evaluates EoBs in relation to member statement preferences, the industry's best practices, regulatory requirements and technological advancements.

The result of the analysis is a comprehensive report ranking EoBs, spotlighting the industry's best and summarizing practices that drive positive member behavior. Rankings are included in the industry report.

### What is the EOB Review used for?

- Identify best practices
- Improve the EOB's effectiveness
- Reduce production costs or other related expenses such as:
  - ✓ Volume of calls to the call center
  - ✓ Volume of paper through better design
- Better understand and promote more expeditious use of healthcare services
- Support the case internally to redesign or update the EoB
- Promote success and create a competitive advantage where applicable

### What is included in the Reports?

#### ***Industry Report:***

- Current trends and challenges in design and content
- Industry best practices and relevant recommendations
- Leadership qualities that distinguish the top ranked EoBs
- Ranking of Explanation of Benefits Statements
- Criteria used to evaluate EoB Statements

#### ***Executive Summary of Findings and your EOB's Rating includes:***

- The ranking your EOB achieves
- Industry benchmarks provide context for your EOB's score and rank.

## What is the Cost?

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

- ✓ Stakeholder Preferences
- ✓ Regulatory Requirements
- ✓ Industry Practice
- ✓ Communication/Design Best Practice

Each EoB is rated in three categories:

- **Clarity:** Determine 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 if additional content is presented it is done in a way that will help the reader and puts 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.

## What is the Timeline?

All Explanation of Benefits Statements must be submitted by December 30, 2011. The report will be released at the end of the 1<sup>st</sup> Quarter 2012.

## What is the Cost?

This is no cost to submit your EoB for inclusion in the report. In return for submitting your EoB, you will receive a Scoring Report and your EoB's rating on a complementary basis.

Comprehensive Report - will receive a discount for companies who purchase **on or before April 1<sup>st</sup> 2012 - Cost is \$2,500.**

Comprehensive Report - at full price for companies purchase **on or after April 2<sup>nd</sup> - Cost is \$3,500.**