Anthem Blue Cross Blue Shield Introduces Cost Disclosure Tool Throughout Colorado

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DENVER, Nov. 2, 2010 /PRNewswire/ -- Anthem Blue Cross and Blue Shield in Colorado announced today the expansion of its industry-leading transparency initiative beyond major metro areas into the entire state. Colorado members from Silverton to Sterling and everywhere in between can now access Anthem Care Comparison, an online tool that provides medical cost information for 59 specific medical procedures performed at local area hospitals, outpatient surgery centers and free-standing radiology facilities. The procedures now include office visit and chiropractic visit costs.

"Through this sophisticated tool, our members have access to the costs associated with all aspects of a specific medical procedure – not just the cost of the procedure itself, but also the costs of the entire spectrum of care, from lab tests to recovery room charges," said John Martie, president and general manager of Anthem Blue Cross and Blue Shield in Colorado. "These medical care cost estimates will help our members better understand the overall costs they are likely to incur before a medical service is provided."

Anthem Care Comparison has been available in major Colorado cities such as Denver, Colorado Springs, Pueblo and Grand Junction since 2008, and this month it rolled out to the entire state. In addition, Care Comparison added information for another 20 procedures for a total of 59, including brain MRIs, knee replacement surgery and screening colonoscopies. The cost information is facility specific, so members can compare the differences in cost among hospitals, ambulatory surgery centers and/or free standing imaging centers. Anthem members can also obtain information on how frequently facilities perform each procedure, which can assist the member in assessing the care they seek.

With the expansion of this online resource, individual and group members throughout Colorado join 24 million Anthem and other Blue Cross and Blue Shield m
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