

# Addressing High Healthcare Costs in Powell, WY



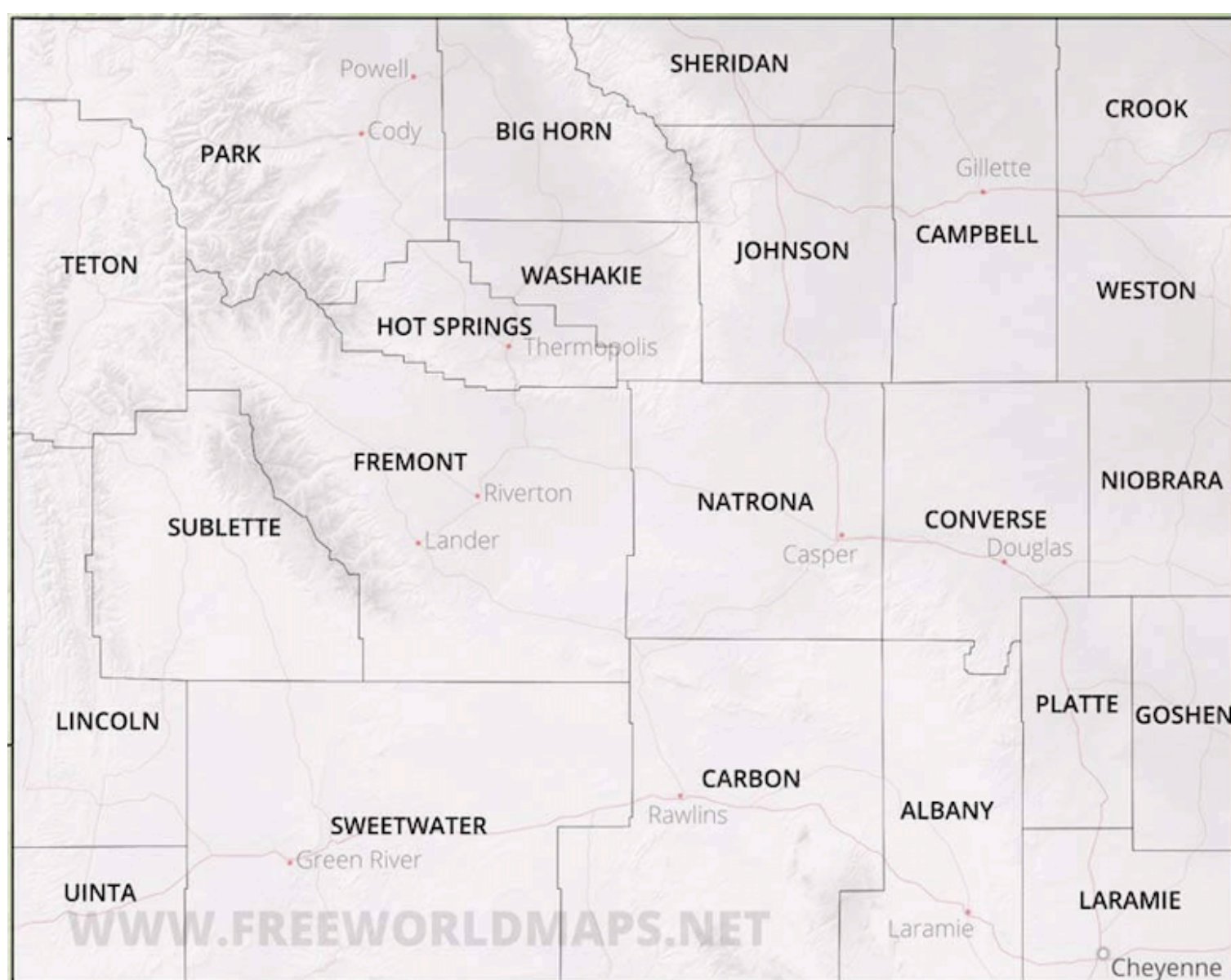
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## Hypothesis

- Mandating healthcare organizations to provide full pricing transparency will promote true market competition and lower the financial burden for all patients in Park County, WY.

## Background

- Population of Powell: 6,310
- Unemployment Rate: 4.2%
- Uninsured Population: 28.6% (national: 10%)
- Average inpatient cost: \$9,000 (national: \$5,200)
- Park County's 2019 Health Needs Assessment lists accessibility/affordability as the number one concern.



## Community Profile Assets

- Potential Intervention: Development of Apps and Websites to promote cost transparency
- 307 Health is using the direct primary care model to lower costs of healthcare and make their services more accessible.
- Gottsche Therapy uses a sliding scale payment system and does pro-bono work when necessary.



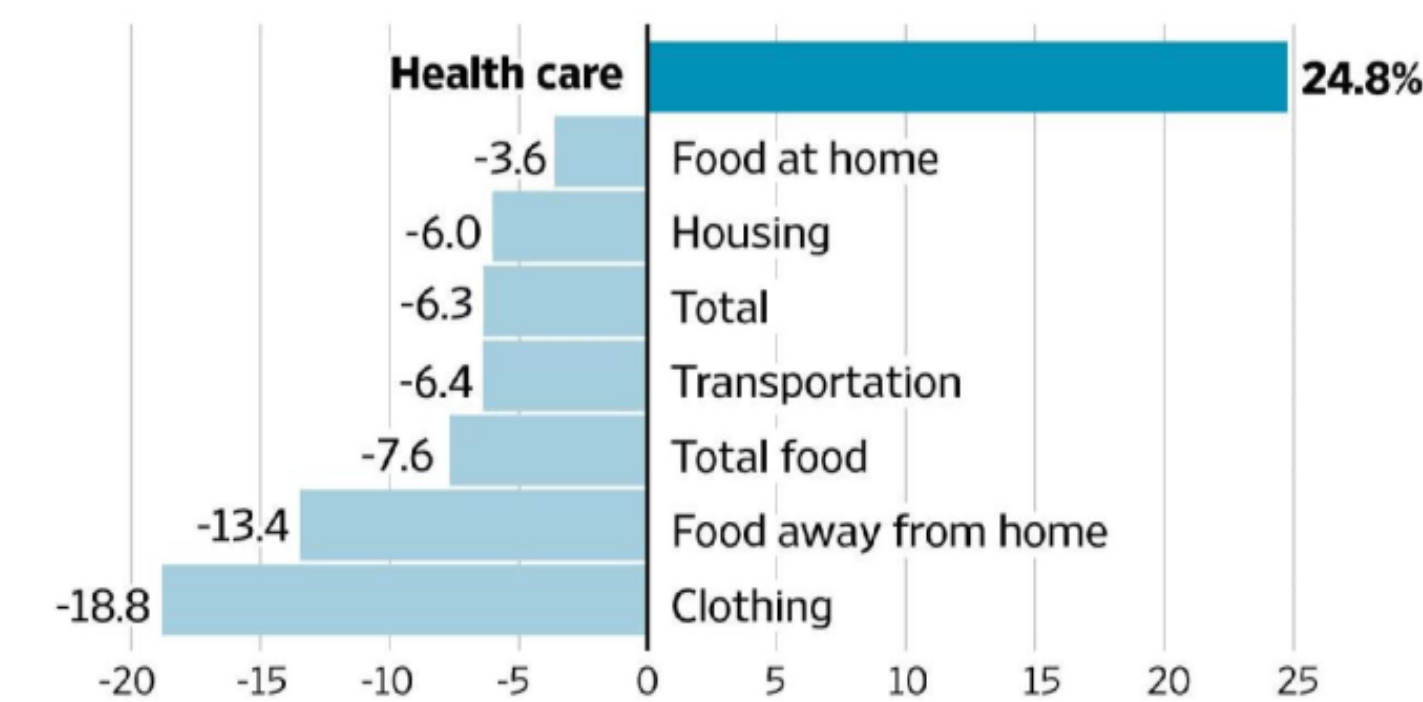
Staff members posing out front of Gottsche Therapy

## Literature Review

- Gaynor, Mostashari, and Ginsburg (2017), describe an intervention that requires organizations to be fully transparent to consumers and providers to allow for true market competition

Figure 1. Percent Change in Middle-Income Households' Spending on Basic Needs (2007-2014)

Middle-class families' spending on health care has increased 25% since 2007. Other basic needs, such as clothing and food, have decreased.



Sources: Brookings Institution analysis of Consumer Expenditure Survey, Labor Department THE WALL STREET JOURNAL.

- Sinaiko, Chien, and Rosenthal (2015), similarly provide the intervention that insurance companies must provide true pricing information to the patients they cover.
- The evidence provided by both studies is ample in showing a lack of competitiveness in healthcare options. There is also evidence to show states who were transparent have lowered costs.

## Conclusions

- Providing full medical pricing transparency to the residents of Park County would allow consumers to drive market price.
- A challenge that would need to be overcome is the inevitable resistance that insurance companies and healthcare organizations will put forth.
- One other challenge would be to develop a streamlined website or app that compiles all this information in an easily understandable way. This challenge could be addressed by getting the college to collaborate with these organizations to assist with the compilation of data and development of the website/app.



Northwest College located in Powell

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