

# Unlock the Power of Data with the AAHomecare Payer Transparency Portal

January 20, 2026

A practical look at CMS's price transparency rules—  
deeper dive into the Payer Transparency Portal, a  
powerful member benefit designed to give suppliers  
clear insight into commercial contracted rates for  
DMEPOS billing codes.



# AAHOMECARE PRESENTERS



**Laura Williard**  
Senior Vice President, Payer Relations



**David Chandler**  
Vice President, Payer Relations



**Cadie McGonagill**  
Sr. Director, Payer Relations

# Transparency Background

**2010: Affordable Care Act (ACA)** includes provisions to improve healthcare cost transparency.

**2019: Executive Order** signed by President Donald Trump titled "Improving Price and Quality Transparency in American Healthcare to Put Patients First." This order directed the Department of Health and Human Services (HHS) to require hospitals to publicly disclose prices for healthcare services.

**2021: Hospital Price Transparency (HPT)** mandates that hospitals disclose the prices they charge for items and services, including a comprehensive list of standard charges and negotiated rates with insurers.

**2022: Transparency in Coverage Rule (TiC)** requires health insurers to disclose price and cost-sharing information to consumers. The rule mandates insurers to provide detailed pricing information online, including negotiated rates and historical out-of-pocket costs for covered healthcare items and services.

**2025: Executive Order** signed by President Donald Trump titled "Making America Healthy Again by Empowering Patients With Clear, Accurate, and Actionable Healthcare Pricing Information." This order directs HHS to enforce the 2022 TiC rules and hold health plans accountable for incomplete/missing data.

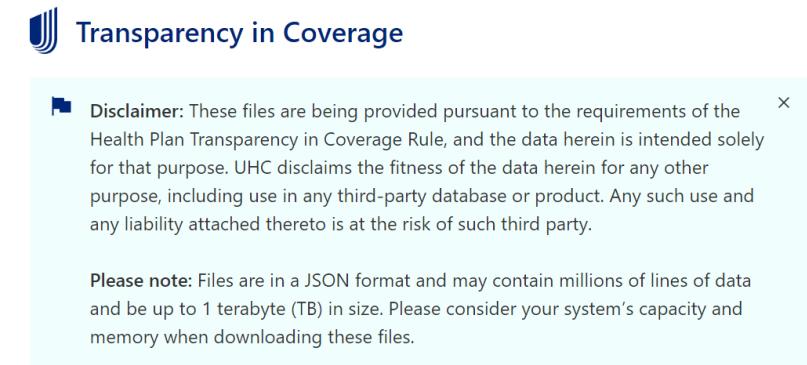
**2026: Proposed changes to the Transparency in Coverage Rule (TiC)** to improve the standardization, accuracy, and accessibility of public pricing disclosures in line with the goals of the Executive Order. These proposed rules add additional data elements like product type, network name, and enrollment counts; removing in-network rates for unlikely provider-to-service mappings

# Transparency Goals

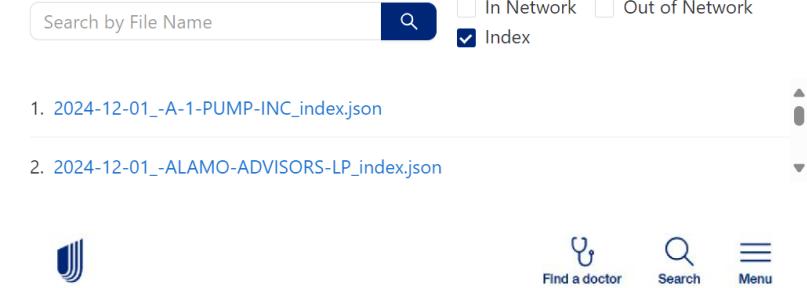
- ✓ **Empower Consumers:** Transparency data allows healthcare users to make informed decisions about how and where they receive their healthcare
- ✓ **Promote Market Competition:** Publicly available data on negotiated rates exposes outliers and encourages competitive pricing.
- ✓ **Increase Accountability & Value Based Care:** Transparency enables regulators, researchers, and watchdogs to assess whether pricing aligns with quality, outcomes, or efficiencies
- ✓ **Increase Standardization and Interoperability:** Mandates machine-readable JSON files and APIs, enabling automated analysis, third-party tools, and integration with EHRs or shopping platforms

# Transparency in Coverage (TiC)

- Implemented in 2022 TiC applies specifically to **Health Plans**
- Requires plans to publicly disclose negotiated rates for in-network providers.
- Rates must reflect all negotiated discounts, rebates or incentives.
- Comprehensive files must be posted in Machine Readable Files (MRF)
- Requires insurers to provide online self-service tools to allow consumers to view and share estimates



The screenshot shows a web page titled "Transparency in Coverage". At the top, there is a "Disclaimer" section with text about the files being provided pursuant to the Health Plan Transparency in Coverage Rule. Below the disclaimer is a search bar with the placeholder "Search by File Name" and a search icon. To the right of the search bar are three checkboxes: "In Network" (unchecked), "Out of Network" (unchecked), and "Index" (checked). Below the search bar, there are two file links: "2024-12-01\_A-1-PUMP-INC\_index.json" and "2024-12-01\_ALAMO-ADVISORS-LP\_index.json".



The screenshot shows a navigation bar with a logo, a "Find a doctor" link, a "Search" icon, and a "Menu" icon. Below the navigation bar, there is a section titled "6 tips to help you estimate costs and save money on health care". The first tip is "1. Estimate your health care costs".

## 6 tips to help you estimate costs and save money on health care

### 1. Estimate your health care costs

Did you know there are ways to look up cost estimates online? If you're a UnitedHealthcare member, you can sign in to your health plan account to find:

- Average costs for providers in your network, including doctors, hospitals, office visits, mental health services, labs, convenience care and more.
- Average cost for specific treatments in your area.
- Quality ratings and reviews for providers, hospitals or facilities.

[Sign in to see cost estimates](#)

# Cost Estimates

## Aetna Health in North Carolina

Delivering 85			
<p><b>LOCATION</b> <a href="#">8707 Bromfield Road, O...</a></p> <p><input checked="" type="checkbox"/> <b>Durable Medical Supplies</b></p> <p><a href="#">Clear all</a></p>	<div><p> <b>ABC Healthcare</b> <a href="#">Remove</a></p><p>Durable Medical Equipment &amp; Supplies</p><p>7204 West Friendly Avenue, Suite E &amp; F, Greensboro, NC 27410 • <a href="#">7.1 miles</a></p><p>Accepting new patients at this location</p><p><a href="#">(336) 663-7784</a></p><p><b>\$46 / you pay</b> <a href="#">More details</a></p><p>Specialties</p><p>Durable Medical Equipment &amp; Supplies</p><p>Office hours</p><p><a href="#">Call (336) 663-7784</a></p><p>Contact</p><p>Main: (336) 663-7784</p></div>	<div><p> <b>123 Healthcare, LLC</b> <a href="#">Remove</a></p><p>Durable Medical Equipment &amp; Supplies</p><p>4249 Piedmont Pkwy., Suite 101, Greensboro, NC 27410 • <a href="#">8.3 miles</a></p><p>Accepting new patients at this location</p><p><a href="#">(866) 221-1075</a></p><p><b>\$60 / you pay</b> <a href="#">More details</a></p><p>Specialties</p><p>Durable Medical Equipment &amp; Supplies</p><p>Office hours</p><p><a href="#">Call (866) 221-1075</a></p><p>Contact</p><p>Main: (866) 221-1075</p></div>	<div><p> <b>XYZ Healthcare, LLC</b> <a href="#">Remove</a></p><p>Durable Medical Equipment &amp; Supplies</p><p>301 Pomona Drive, Suite A &amp; B, Greensboro, NC 27407 • <a href="#">10.5 miles</a></p><p>Accepting new patients at this location</p><p><a href="#">(336) 218-1156</a></p><p><b>\$50 / you pay</b> <a href="#">More details</a></p><p>Specialties</p><p>Durable Medical Equipment &amp; Supplies</p><p>Office hours</p><p><a href="#">Call (336) 218-1156</a></p><p>Contact</p><p>Main: (336) 218-1156</p></div>

# Machine Readable Files in JSON

{"reporting\_entity\_name": "Regence BlueShield", "reporting\_entity\_type": "health plan", "plan\_name": "KAT TRAX INC", "plan\_id\_type": "EIN", "plan\_id": "4111111111", "plan\_market\_type": "group", "plan\_name": "NEW MEMBER", "plan\_id": "910856953", "plan\_market\_type": "group", "plan\_name": "STRITMATTEN", "plan\_id": "911534471", "plan\_market\_type": "group", "plan\_name": "SKOTDAL", "plan\_id": "911871877", "plan\_market\_type": "group", "plan\_name": "Wv5iW9ZYzqr3QycBT95FKjsNwK57~jNJdwsBtE9b~7SzmnhJ1KzIHZQGKqTvyveoNCSFRomNDyRsz~oGZ0QyvF~yKchIPrKhFVx~qJEWQZEtw3Pg~zIqhIBt0vsjMlDeSnITs5VMsSBZhWB~JvR6C34Ah7yAetwork-rates\_13\_of\_25.json.gz?Expires=1663613365&Signature=sq2Mu~l1qcWoEcRQarred - Washington (LZ)", "location": "https://regencebswa.mrf.bcbs.com/2022-08\_040\_rqg40JYnz6twgn0db4FAj1RwAnIsPlvE2Y3FQ\_\_&Key-Pair-Id=K27TQMT39R1C8A"}, {"description": "9yUx7cmjiebNvYBgmyXDHQ4lE4057zDrhBVN9hvroh0iBBC~FCvJfIPMq-z3rY5bKwJGD1H3rv1JTkIwwz105Pp9Ye-900AFGeWSeHWG06sb5plsJCNmd9nLrTUGcw02FzMGpqMhixa6U-bJD3QbPhUUn-5kd~d~thmRG1pbE6ItcbilJrjvAz9SYIjHSNQYIkN3D15-MaaMrvG15b6e1dMfsu8jgv6sGp-Svk1RPome-rates\_23\_of\_25.json.gz?Expires=1663613365&Signature=u5JGJ6YXIGoBwn9xGpM3YynE Washington (LZ)", "location": "https://regencebswa.mrf.bcbs.com/2022-08\_040\_05C1APsF-nMPiDsQatVuNx8N~ZoNv7NfEA\_\_&Key-Pair-Id=K27TQMT39R1C8A"}, {"description": "0FtNGHkxsvhAORBdgNn5PIrriGwfRyiqFFTvIU49CtnQWePbAM0MgSXy1zYyAZSGAP2qRhu-6w3lfsadBsdwlgavB5nDG4aTR~~4RBeHbYJnFC-7Ni3FV0gGEOKRx8S6nrX0hRBWzj0F0qtpoczRy5zn8VRfcfMYlox3Chfl7bV-~gE5MosvfKfzaprZi02JceZUPEom7bmQt7UiXKdSkYV6hPsuQ02KmQyOeTsVR5z?Expires=1663613365&Signature=5BaAH~ufTcl~FcQ7ZFiGy1J8IY7~117P97wvWdSIcpWZelocation": "https://regencebswa.mrf.bcbs.com/2022-08\_051\_06B0\_in-network-rates\_2\_of\_rxQ\_\_&Key-Pair-Id=K27TQMT39R1C8A"}, {"description": "Preferred - Washington (LZ)", "location": "https://regencebswa.mrf.bcbs.com/2022-08\_051\_06B0\_in-network-rates\_2\_of\_rxQ\_\_&Key-Pair-Id=K27TQMT39R1C8A"}]

- Published in JSON language
- Up to terabytes of data for each health plan
- Updated each month

# Executive Ready Format

Name	Description	Billing Code	Modif	Service Locati	Negotiated Rat	Provider ID	NPI	Name2	Address	City	State	Zip
Skin Debridement	Debridement, Subcutaneol	11042	XU	22	\$2,737	1730173550	1730173550	Mercy Catholic Medical Center Of South 41 UNIVERSITY DR STE 1 NEWTOWN	PA	18940-1873		
Skin Debridement	Debridement, Subcutaneol	11042	null	22	\$2,655	1730173550	1730173550	Mercy Catholic Medical Center Of South 41 UNIVERSITY DR STE 1 NEWTOWN	PA	18940-1873		
Skin Debridement	Debridement, Subcutaneol	11042	58	11	\$97	1558420190	1326091141	David Geltzer	7318 FRANKFORD AVE	PHILADELPHIA	PA	19136-3827
Skin Debridement	Debridement, Subcutaneol	11042	58	19	\$46	1861683625	1295893139	Michael Miller	8001 ROOSEVELT BLVD	PHILADELPHIA	PA	19152-3038
Skin Debridement	Debridement, Subcutaneol	11042	58	22	\$44	1558420190	1326091141	David Geltzer	7318 FRANKFORD AVE	PHILADELPHIA	PA	19136-3827
Skin Debridement	Debridement, Subcutaneol	11042	XU	22	\$2,737	1730173550	1730173550	Mercy Catholic Medical Center Of South 41 UNIVERSITY DR STE 1 NEWTOWN	PA	18940-1873		
Vascular Surgical Proc	Endovenous Ablation Ther	36475	50	11	\$1,666	1497784177	1093709552	Lance Becker	PO BOX 3247	EVANSVILLE	IN	47731-3247
Vascular Surgical Proc	Endovenous Ablation Ther	36475	50	11	\$1,666	1497784177	1093709552	Lance Becker	PO BOX 3247	EVANSVILLE	IN	47731-3247
Heart Catheterization	Catheter Placement In Cor	93460	null	22	\$8,447	1730173550	1730173550	Mercy Catholic Medical Center Of South 41 UNIVERSITY DR STE 1 NEWTOWN	PA	18940-1873		
Heart Catheterization	Catheter Placement In Cor	93460	null	22	\$8,447	1730173550	1730173550	Mercy Catholic Medical Center Of South 41 UNIVERSITY DR STE 1 NEWTOWN	PA	18940-1873		
Puncture Aspiration	Puncture Aspiration Of Ab	10160	59	21	\$143	1952385122	1447484415	Peter Santoro	501 W 14TH ST	WILMINGTON	DE	19801-1013
Surgical Injection	Injection Of Sclerosant, M	36471	50	11	\$208	1831358379	1013916436	Robert Worthington-Kirsch	3810 NORTHDALE BLVD	TAMPA	FL	33624-1871
Vascular Surgical Proc	Endovenous Ablation Ther	36475	79	11	\$1,666	1831358379	1013916436	Robert Worthington-Kirsch	3810 NORTHDALE BLVD	TAMPA	FL	33624-1871
Heart Catheterization	Catheter Placement In Cor	93458	26	21	\$336	1922077643	1598760340	Frank Mcgeehin	100E LANCASTER AVE	WYNNEWOOD	PA	19096-3450
Skin Debridement	Debridement, Subcutaneol	11042	58	11	\$97	1093741126	1265747216	Yevgeniy Shagas	8815 GERMANTOWN AV	PHILADELPHIA	PA	19118-2722
Skin Debridement	Debridement, Subcutaneol	11042	58	11	\$97	1609945542	1891743886	William Urbas	1501 LANDSOWNE AVE	DARBY	PA	00001-9023
Skin Debridement	Debridement, Subcutaneol	11042	58	19	\$46	1588908114	177026168	Sabrina Minhas	5735 RIDGE AVE	PHILADELPHIA	PA	19128-1745
Skin Debridement	Debridement, Subcutaneol	11042	58	22	\$44	1588908114	177026168	Sabrina Minhas	5735 RIDGE AVE	PHILADELPHIA	PA	19128-1745
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$2,363	1477504264	1871708438	Tamara Trella	11995 SINGLETREE LN S1 EDEN PRAIRIE	MN	55344-5349	
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$2,363	1477504264	1871708438	Tamara Trella	11995 SINGLETREE LN S1 EDEN PRAIRIE	MN	55344-5349	
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$2,363	1477504264	1871708438	Tamara Trella	11995 SINGLETREE LN S1 EDEN PRAIRIE	MN	55344-5349	
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$2,363	1477504264	1871708438	Tamara Trella	11995 SINGLETREE LN S1 EDEN PRAIRIE	MN	55344-5349	
Vascular Surgical Proc	Endovenous Ablation Ther	36475	79	11	\$1,666	1376930552	1194939736	Joseph Grisafi	2583 COLD SPRING RD	LANSDALE	PA	19446-6065
Vascular Surgical Proc	Insertion Of Tunneled Cen	36558	null	21	\$552	1558759571	1992741185	Thomas Quinn	915 OLD FERN HILL ROA	WEST CHESTER	PA	19380-5414
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$2,363	1477504264	1376628701	Vikram Dravid	255 W LANCASTER AVE	PAOLI	PA	19301-1763
Advanced Imaging - Pet	Positron Emission Tomog	78815	26	22	\$230	1336188291	1801802962	Veniamin Barshay	1 FEDERAL ST #100	CAMDEN	NJ	08103-1088
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$2,363	1477504264	1376628701	Vikram Dravid	255 W LANCASTER AVE	PAOLI	PA	19301-1763
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$2,363	1477504264	1376628701	Vikram Dravid	255 W LANCASTER AVE	PAOLI	PA	19301-1763
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$2,363	1477504264	1376628701	Vikram Dravid	255 W LANCASTER AVE	PAOLI	PA	19301-1763
Cardiovascular Surgery	Percutaneous Transcathet	92928	LC	22	\$672	1902913338	1497798078	Steven Guidera	315 W STATE ST	DOYLESTOWN	PA	18901-3525
Cardiovascular Surgery	Percutaneous Transcathet	92928	26	21	\$611	1902913338	1497798078	Steven Guidera	315 W STATE ST	DOYLESTOWN	PA	18901-3525
Heart Catheterization	Catheter Placement In Cor	93454	26	21	\$247	1902913338	1497798078	Steven Guidera	315 W STATE ST	DOYLESTOWN	PA	18901-3525
Heart Catheterization	Catheter Placement In Cor	93458	26	21	\$304	1902913338	1497798078	Steven Guidera	315 W STATE ST	DOYLESTOWN	PA	18901-3525
Skin Debridement	Debridement, Subcutaneol	11042	58	22	\$44	1861683625	1356606347	Melissa Shinder	8001 ROOSEVELT BLVD	PHILADELPHIA	PA	19152-3038
Heart Catheterization	Catheter Placement In Cor	93458	26	21	\$336	1649272386	1427024439	Ancil Jones	207 N BROAD ST FL 3	PHILA	PA	19107-1500
Heart Catheterization	Catheter Placement In Cor	93460	26	22	\$501	1649272386	1427024439	Ancil Jones	207 N BROAD ST FL 3	PHILA	PA	19107-1500
Breast Cyst Removal	Excision Of Cyst, Fibroadei	19120	LT	24	\$1,477	1841255718	1841255718	Paoli Surgery Center Llc	11221 ROE AVE	LEAWOOD	KS	66211-1922
Breast Cyst Removal	Excision Of Cyst, Fibroadei	19120	RT	24	\$1,108	1841255718	1841255718	Paoli Surgery Center Llc	11221 ROE AVE	LEAWOOD	KS	66211-1922
Breast Cyst Removal	Excision Of Cyst, Fibroadei	19120	RT	24	\$1,108	1841255718	1841255718	Paoli Surgery Center Llc	11221 ROE AVE	LEAWOOD	KS	66211-1922
Breast Cyst Removal	Excision Of Cyst, Fibroadei	19120	LT	24	\$1,477	1841255718	1841255718	Paoli Surgery Center Llc	11221 ROE AVE	LEAWOOD	KS	66211-1922
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$3,426	1821447103	1871600957	Karen Rosenpire	800 SPRUCE ST	PHILADELPHIA	PA	19107-6130
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$1,968	1003804626	1336523000	Moshe Grossman	1200 OLD YORK RD	ABINGTON	PA	19001-3720
Advanced Imaging - Pet	Positron Emission Tomog	78815	PI	11	\$1,968	1003804626	1336523000	Moshe Grossman	1200 OLD YORK RD	ABINGTON	PA	19001-3720
Cardiovascular Surgery	Percutaneous Transcathet	92928	LC	22	\$672	1922077643	1265744908	Marwan Badri	1088 W BALTIMORE PIK MEDIA	PA	19063-5166	
Heart Catheterization	Catheter Placement In Cor	93456	26	21	\$354	1922077643	1265744908	Marwan Badri	1088 W BALTIMORE PIK MEDIA	PA	19063-5166	
Heart Catheterization	Catheter Placement In Cor	93458	26	21	\$561	1902844806	1699702597	William Matthai	51 NORTH 39TH STREET	PHILADELPHIA	PA	00001-9104
Heart Catheterization	Catheter Placement In Cor	93458	26	21	\$548	1902844806	1699702597	William Matthai	51 NORTH 39TH STREET	PHILADELPHIA	PA	00001-9104
Heart Catheterization	Catheter Placement In Cor	93458	26	21	\$548	1902844806	1699702597	William Matthai	51 NORTH 39TH STREET	PHILADELPHIA	PA	00001-9104
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Heart Catheterization												

# Transparency Limitations

- ✓ **Excludes Medicare Advantage & Medicaid Managed Care:** The ACA limits the application of TiC to group & private health insurance and self funded employer plans
- ✓ **Data Complexities & Inconsistencies:** Payer compliance varies and results in gaps in the data. Data size and complexity also make the information unusable for the vast majority of the public.
- ✓ **Quality, Capitation and VBC information are not Reflected:** Lack of insight into these contract types and quality outcomes makes true benchmarking difficult if not impossible.
- ✓ **Utilization Data is not Reflected:** DME HCPCS are included in the majority of healthcare contracts despite little to no utilization.

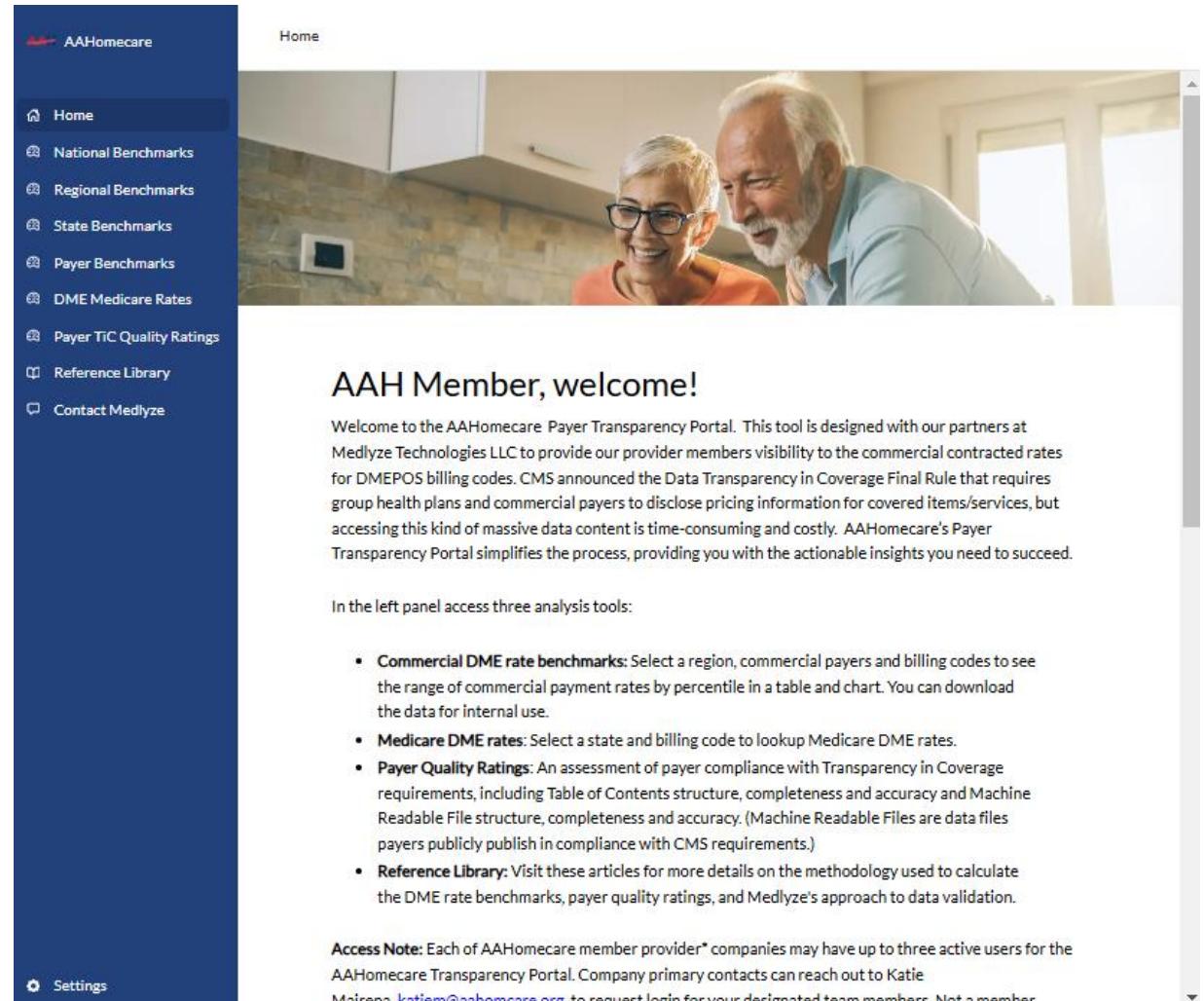
# *TiC Impact on the HME Industry*

- ✓ **Payers are amongst the largest consumers of TiC data:** Health plans are accessing this data and using it in contract negotiations.
- ✓ **Cost not Value:** TiC data does not reflect the value-add services or the quality of care provided by DME suppliers. It is imperative that we bring this back into the conversation.
- ✓ **Data Equity in Negotiations:** Access to TiC data gives providers an increased ability to push back on below market contracts. On the flip side payers also have insight into where they may be overpaying.
- ✓ **Competitive Landscape:** Competitors, contractors, patients and vendors all have access to this data. How may they be using it to their advantage?

# Price Transparency Portal

## How to Access

- Log on through AAHomecare website or <https://portal.aahomecare.org>
- Each provider member company has up to three users
- The primary contact for your organization should have received an email from AAHomecare and they will determine the three users per organization.
- Once approved, the contacts will receive a login email from AAHomecare with the domain name from [no-reply@dashboard.assembly.com](mailto:no-reply@dashboard.assembly.com) within 24-48 hours.
- Questions? [katiem@aahomecare.org](mailto:katiem@aahomecare.org),



AAH Member, welcome!

Welcome to the AAHomecare Payer Transparency Portal. This tool is designed with our partners at Medlyze Technologies LLC to provide our provider members visibility to the commercial contracted rates for DMEPOS billing codes. CMS announced the Data Transparency in Coverage Final Rule that requires group health plans and commercial payers to disclose pricing information for covered items/services, but accessing this kind of massive data content is time-consuming and costly. AAHomecare's Payer Transparency Portal simplifies the process, providing you with the actionable insights you need to succeed.

In the left panel access three analysis tools:

- **Commercial DME rate benchmarks:** Select a region, commercial payers and billing codes to see the range of commercial payment rates by percentile in a table and chart. You can download the data for internal use.
- **Medicare DME rates:** Select a state and billing code to lookup Medicare DME rates.
- **Payer Quality Ratings:** An assessment of payer compliance with Transparency in Coverage requirements, including Table of Contents structure, completeness and accuracy and Machine Readable File structure, completeness and accuracy. (Machine Readable Files are data files payers publicly publish in compliance with CMS requirements.)
- **Reference Library:** Visit these articles for more details on the methodology used to calculate the DME rate benchmarks, payer quality ratings, and Medlyze's approach to data validation.

**Access Note:** Each of AAHomecare member provider\* companies may have up to three active users for the AAHomecare Transparency Portal. Company primary contacts can reach out to Katie Mairena, [katiem@aahomecare.org](mailto:katiem@aahomecare.org), to request login for your designated team members. Not a member

# *New in the Portal*

## Changes to the AAH Portal:

- Rate refresh for commercial payers
- Updated Medicare Allowables
- Elimination of \$.00 item
- Elimination of \$.01 items  
(if Medicare allowable is higher than \$.03)
- Link to Medicaid rates by state



# AAHomecare/Medlyze Portal



# Questions to Ask Yourself

✓ **How will others use this data?**

- Consumers
- Competitors
- Health plans
- Referral sources

✓ **How can I use this data?**

# Other Things to Consider with TiC Data



# When a Payer References Transparency Data



## Ask utilization for HCPCS in question

DME has many sub-specialties. Perhaps another provider signed a contract for all products but they only provide a narrow set, not capturing the market value of the products you provide.

## Evaluate the quality of their data

Check that the rates shown in their data are reported correctly. Are non-DME providers like SNFs or hospitals influencing the data? Do the rates look more like RR vs NU?

## Remind the payer what goes into servicing a patient

Providing DME via health insurance has a multitude of activities not separately reimbursed:

- Compliance with state/federal licensing, regulatory and insurance plan requirements
- Insurance verification (initial & ongoing)
- Obtaining & record keeping of medical documentation
- Coordination with healthcare prescriber and/or clinician
- Training & education on use/upkeep/routine maintenance of equipment
- Ongoing support and maintenance, including after-hours
- Emergency/disaster preparedness protocol for high acuity patients

# Advanced Negotiation Strategies



## Preparation is Your Power

- Understand payer trends, reimbursement shifts, and competitive dynamics.
- Define your goals, walk-away points, and “must-haves.”
- Bring data: TiC benchmarks, utilization insights, and market comparisons.



## Build Leverage Through Value

- Highlight what makes your organization different: specialization, outcomes, service intensity.
- Quantify your impact: reduced hospitalizations, faster patient setup, compliance support.
- Frame your value in payer language: cost avoidance, efficiency, member satisfaction.



## Manage Complex Contract Terms

- Clarify definitions: NU vs RR, modifiers, product categories, service bundles.
- Push for transparent rate-adjustment mechanisms.
- Address operational terms: prior auth, documentation, delivery expectations, penalties.



## Navigate Tough Conversations

- Use problem-solving language, not defensive language.
- Ask clarifying questions when payers reference transparency data.
- Stay calm, stay factual, and redirect to value and accuracy.
- Be willing to pause or walk away when terms don't align with sustainability.

# *The Power of Data*



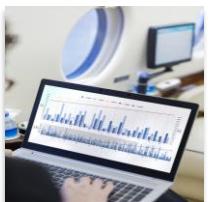
## **Demonstrating Value with Data**

Data comparison of payor rates, benchmarks, and peer performance shows both financial and clinical value for healthcare organizations.



## **Uncovering Actionable Insights**

Data analysis reveals care gaps and inefficiencies, empowering organizations to target improvements and optimize patient outcomes.



## **Driving Engagement and Consensus**

Utilizing claims, billing, outcomes, and benchmarking tools engages stakeholders and builds consensus for strategic decisions.



## **Tools & Technology**

Use the resources available to you such as AAHomecare's Data Transparency Tool, FOIA data for State Medicaid Plans and Contractual/Market insights.



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QUESTIONS?



## Where HME Leaders Meet, Grow, & Learn

March 2-4, 2026, Phoenix, AZ

- Network with the Best in the Business
- Explore the Latest in HME Products with **350 Exhibitors**
- Learn from Industry Experts with **70 Education Tracks**
- Experience Live Demos & Tech Talks
- Recharge with Receptions & Events, including:

*Stand Up for Homecare, MedConnect, & the Welcome to Phoenix Reception!*

*Plus, members of AAHomecare &/or state associations get a special rate!*

*"It's a chance to collaborate with peers, be educated by great speakers, and grow your business in direct & indirect ways. You don't want to miss Medtrade!"*

- David Siegel,  
Nationwide Medical



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# AAHomecare Needs You

- AAHomecare needs members to meet the challenges ahead. All dues to AAHomecare directly support lobbying, research, and public awareness efforts that are part of our advocacy program.
- To join, contact Michael Nicol, Senior Director of Membership Services: [michaeln@aahomecare.org](mailto:michaeln@aahomecare.org) or 410-299-7100.

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American Association for Homecare

THANK YOU!



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