

# It's Time to Unmask Physician Pricing



The problem of “surprise” bills by non-participating physicians providing out-of-network services as well as excessive billing for emergency room services has been an ongoing and growing one for years.

To “fix” the problem:

- ✓ Consumers need more information about their health care costs. True health care transparency requires information not only about what plans pay, but also what doctors charge for their services.
- ✓ Consumers need to know if their doctor is not in their plan’s network.

Pharmacies are required to post the costs of drugs in the store and when you get your car fixed, the mechanic gives you an itemized estimate of cost of the services. So why can’t you get the same thing from your doctors?

New York consumers deserve *meaningful* information on the cost of health care.

Will your doctor answer the question:  
**“How much does that cost?”**