

## Model of Excellence Profile – FAIR Health

Company Name:	FAIR Health Inc.	ICG#	42981
Address:	575 Fifth Avenue, 22 <sup>nd</sup> Floor, New York, NY 10017		
Product Name:	<b>FAIR Health</b>		
URL:	www.fairhealth.org	President Name:	Robin Gelburd, President
Business and Product Overview			
Business Information Framework Classification	<i>Applications Models:</i> Benchmarks – Industry Benchmarks	<i>Business Model:</i> Free -- Not for Profit	
	<i>Content Models:</i> Clearinghouse & Exchange – Experiential Aggregation -- Licensed	<i>Distribution Model</i>  Direct Sales -- Captive	
Company Overview	FAIR Health seeks to provide more transparency into healthcare costs by aggregating and normalizing data from billions of medical and dental claims, providing not only a free consumer website to access these data, but also objective industry pricing benchmarks and powerful analytical insights.		
Product/Service Description	<p>FAIR Health collects claims payment data from insurance companies and other payers nationwide. With the addition of some licensed data, FAIR Health can then help consumers determine the average cost of medical and dental procedures at the zip code level. It's not the final answer in healthcare price transparency, but it's a huge step forward in an industry that doesn't like to publish or even discuss its pricing. FAIR Health currently aggregates over 18 billion individual claims.</p> <p>In addition to the free consumer site, FAIR Health also licenses its data for use on health exchanges, and it is used by insurers to determine fair prices (also called "usual and customary fees") for out-of-network health procedures, and to aid in contract negotiations with healthcare providers. FAIR Health also offers deep discounts to insurers who contribute data.</p> <p>By so effectively aggregating and organizing multiple data sources to provide industry pricing benchmarks, FAIR Health effectively serves as a central clearinghouse for pricing data for the entire healthcare industry.</p>		
Year Founded:	2009	BizDev Contact:	Donna Smith
Employees:	40 (est)	Main Telephone:	212-370-0704
Profile Date:	4/27/2015	Primary Market Served:	62– Healthcare and Social Assistance
Ownership:	Non-Profit	Funding Source:	Not for Profit
MofE Class:	2015		