

## **HCEG Announces HealthSparq as Focus Area Partner for Costs & Transparency**

Salt Lake City, UT & Portland, OR (March 10, 2021) The HealthCare Executive Group (HCEG) is pleased to announce that HealthSparq is a new technology partner and sponsor of HCEG. HealthSparq is a leading guidance and transparency company dedicated to helping people make smarter health care choices by providing cost and quality information about doctors, hospitals, medical services, and medications.

Through this unique partnership, HealthSparq will have an important role in participating in ongoing roundtable discussions to promote transformation and innovation for the Costs & Transparency focus area of the 2021 HCEG Top 10+ list of challenges, issues, and opportunities.

### **Unique Collaboration on 2021 HCEG Top 10+**

*"We're very excited that HealthSparq is joining HCEG as a trusted technology partner and also becoming one of the initial Focus Area Partners on the critical topic of Cost & Transparency,"* said Ferris Taylor, HCEG Executive Director.

*"COVID has exposed many healthcare issues impacting health plans, providers and consumers. HealthSparq brings more than a decade of insight and experience in addressing Cost & Transparency. Moreover, HealthSparq's thought leadership, healthcare expertise and willingness to intimately collaborate with HCEG members is highly valued; not only during the roundtable discussions but across other focus areas throughout the coming year."*

### **Year-Long Alliance Supporting Costs & Transparency**

*"Price transparency has long been an important topic in health care, but recent government mandates have buoyed its importance to new levels,"* said Heather Burton, HealthSparq's Vice President of Marketing. *"This HCEG partnership is important as part of our overall effort to support plans, groups and members and help deliver on the promise of transparency."*

### **About HCEG**

The HealthCare Executive Group is a national network of executives and thought leaders who navigate the tactical and strategic issues facing healthcare organizations today. Founded in 1988 by healthcare executives, HCEG promotes healthcare innovation and the development of life-long professional relationships by providing a platform and support for the open exchange of ideas, collaboration and transformational dialogue, especially with respect to the annually identified HCEG Top 10 critical issues. For more information, visit [www.hceg.org](http://www.hceg.org), contact us at [info@hceg.org](mailto:info@hceg.org) or follow HCEG on Twitter at [@HCEExecGroup](https://twitter.com/HCEExecGroup).

## **About HealthSparq**

At HealthSparq, we help people make smarter health care choices by partnering with health plans to provide members with cost and quality information about doctors, hospitals and medical services, based on their individual benefits. We put people at the core of everything we do by conducting continuous usability testing, eliciting consumer feedback to enhance product development, hosting industry panels featuring everyday people, and bringing human stories to the forefront through our #WTFix campaign. Using these insights, we create solutions to help people understand and navigate the health care system better than ever before.

Growing since our 2012 corporate founding from our home in Portland, Oregon, we now serve more than 80 million members around the country. Contact us at [HealthSparq.com](http://HealthSparq.com) or tweet us [@HealthSparq](https://twitter.com/HealthSparq).

## **Media Contacts**

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