# Sample Email for Hospital Price Transparency Purchaser Meeting

Dear [Purchaser],

In light of the recent publication of hospital pricing data in our market, I am writing to inform you about an opportunity to join forces with our company and others to strategize a path forward. As you know, health care costs continue to rise, and today, prices (not utilization) are the single greatest driver of cost inflation. We have new data from RAND Corporation that sheds light on the relative prices of hospitals in our market, and by working together, we can use this information to map out strategies for greater health care value and affordability.

It’s for this reason that [host] is assembling a coalition of health care purchasers who want to take action and hold providers, insurance carriers and policy makers accountable for delivering high-quality, efficient and affordable health care. There are multiple pathways we can pursue – and if we work collaboratively -- the weight and impact of any options we select will multiply.

[Purchaser’s] participation is critical to the success of this coalition. There is strength in numbers and your participation, combined with others’, will amplify our influence and build the business case for meaningful reform. If you would like to participate or want more detailed information, please email [contact name and email address].

I am hopeful we can join forces and work together to achieve better value for our health care dollars.

Regards,