



**FOR IMMEDIATE RELEASE**  
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## **NABIP Offers Timely Reference-Based Pricing Course: A Comprehensive Guide to Modern Healthcare Cost-Containment Strategies**

(Washington, DC) – NABIP proudly announces the launch of its upcoming Reference-Based Pricing (RBP) Course, a pivotal educational offering designed to address the urgent need for cost-containment strategies in today's healthcare landscape. Scheduled for Tuesday, January 23, from 1 pm to 3 pm ET, this course will be conducted via a Live Zoom meeting, making it accessible to a wide range of professionals.

### ***Course Details:***

- Date and Time: Tuesday, January 23, from 1 pm - 3 pm ET
- Pricing: \$179 for NABIP members and \$235 for non-members
- Format: Live Zoom Meeting

As healthcare costs continue to rise, RBP represents one of tools that professionals need to leverage to address the growing trend of healthcare inflation. It offers a radical shift from traditional fee schedules or negotiated rates with healthcare providers, determining reimbursement rates based on a reference point.

### ***Instructors:***

- Woody Waters, Co-Founder of Imagine360
- Tom Wittick, Senior Vice President of Growth at Imagine360

Participants will gain comprehensive insights into RBP, from its fundamental principles to its practical application in current scenarios. The course will cover various aspects, including the pre-sale process, handling disputes, and calculating total plan costs. Case studies and analysis of prospect profiles will further enhance understanding.

Jessica Brooks-Woods, CEO of NABIP, remarked, "In an era of escalating healthcare costs, our RBP course is a critical educational tool, equipping professionals with strategies for effective cost-containment. This class represents a pivotal turn in managing and approaching healthcare pricing."

### ***Continuing Education Credits:***

The course has been filed for continuing education credits in all 50 states. Participants are encouraged to verify their state's CE approval status and rules before enrolling.

Join us in this timely and essential course to navigate the complexities of healthcare pricing and implement effective cost-containment strategies.

**Register Here:** [Live Virtual Reference-Based Pricing Course \(January 23, 2024, from 1-3 p.m. ET\) \(inreachce.com\)](https://www.inreachce.com)

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**About Imagine360:** [Imagine360](#) is a leading healthcare and insurance solutions provider, committed to delivering innovative strategies and tools for cost management and efficient healthcare delivery.

**About the National Association of Benefits and Insurance Professionals:** [NABIP](#) is the preeminent organization for health insurance and employee benefits professionals, working diligently to ensure all Americans have access to high-quality, affordable healthcare and related benefits. To meet that vital mission, NABIP advances the interests of its members and advocates for sound public-policy solutions. NABIP represents and provides professional development opportunities for more than 100,000 licensed health insurance agents, brokers, general agents, consultants, and benefit professionals through more than 200 chapters across America.