

# Video: Cost Transparency Gives ACOs a Competitive Edge Under Risk

written by Theresa Hush | October 1, 2020

While your ACO isn't subject to CMS's new rules about cost transparency, you'd be well advised to adopt this method to succeed under Risk through your own modified approach. As your organization establishes mutually beneficial relationships with providers, you can't avoid the choice to achieve savings by prioritizing strategies to focus on cost variations and areas of excess costs. To realize those goals, you'll need to navigate the battleground of cost transparency by involving patients and physicians in discovery of costs. [Learn more.](#)

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