



# Market Opportunity Visualization

Transform patient origin, referral, market share, and out-migration data into actionable intelligence and insights



Healthcare organizations have an opportunity to grow their service market by providing more relevant care to more patients, but this requires strategic growth planning that relies on scarce and complex market data.

**Market Opportunity Visualization** is a claims visualization solution that delivers actionable, executive-level intelligence to hospitals, health systems, and larger medical groups. It empowers healthcare organizations to conduct strategic growth planning quickly and create interactive visuals that automatically update quarterly.

**Strata's Market Opportunity Visualization includes three modules:**

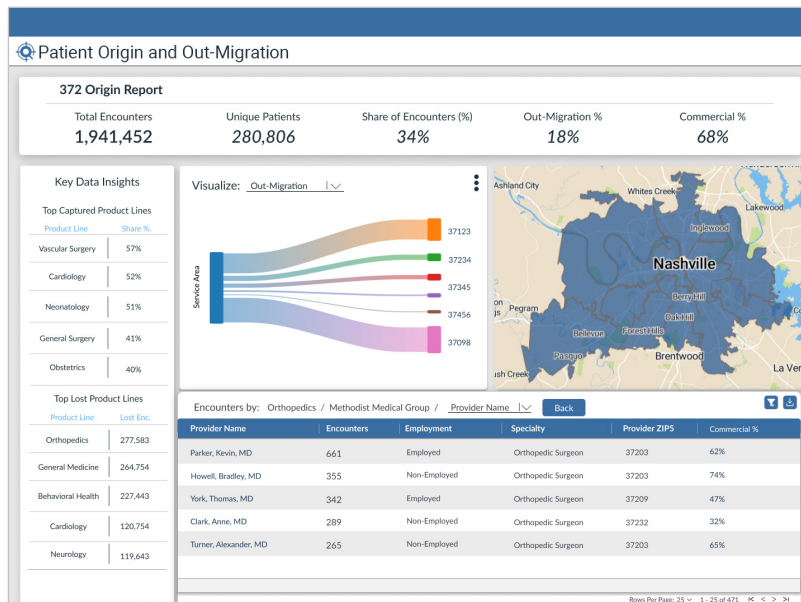
1. Patient Origin & Out-Migration
2. Referral Patterns
3. Market Share & Trending

## Patient Origin & Out-Migration

The Patient Origin & Out-Migration module is an interactive claims visualization dashboard that provides insights into where your patients seek care, so you can identify growth opportunities and address out-migration. Using our proprietary and curated 837 All-Payor Claims Dataset (APCD), this module enables you to:

- Identify the facilities and providers where patients in your service area seek care, as well as the types of care for which patients migrate out of your system
- Get insights on volumes, market share, referral patterns, and more for top service lines, facilities, and providers in your service area
- Look at volume by commercial payors
- Easily access data at a high level, or dive deep into your service area to analyze claims data down to the procedural level and:

- Identify opportunities for expansion of facilities and services
- Identify weaknesses and gaps in service line offerings
- Identify your share of encounters in your service area
- Decrease physician splitting between facilities

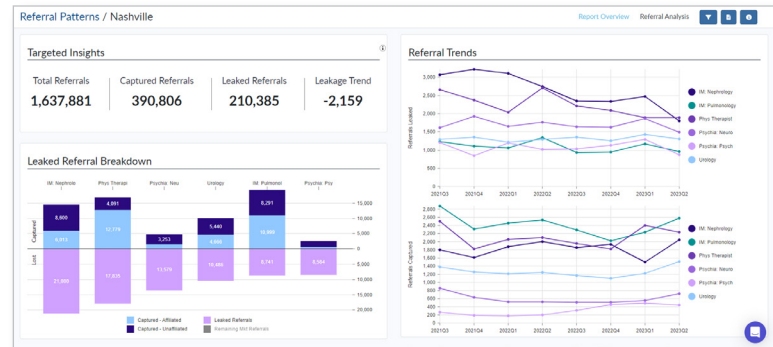


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## Referral Patterns

The Referral Patterns module leverages our APCD to identify referral leakage in your network. This module helps align growth and retention strategy with your physicians by making it easy to:

- Map referrals to and from physicians within a service area to understand physician-specific:
  - Referral patterns
  - Patient interactions
  - Facility loyalties
  - Health system relationships
- View cases performed and revenue generated by individual physicians and facilities, with breakdowns by care setting, provider specialty, facility, practice affiliation, and ZIP code



## Market Share and Trending

The Market Share and Trending module uses state data to help deliver critical intelligence on your market and patients' behaviors, so you can:

- Identify trends and changes in market demographics
- Calculate your share in the market
- See trends in patient origin, payor mix, and service lines utilized

The Presentation add-on tool makes it easy to create interactive storyboards that automatically update as data refreshes quarterly.

