

## World's Best Healthcare CRM

MarketWare 10 revolutionizes Physician Relationship Management.

With 23 years of CRM experience and feedback from Physician Liaisons, Practice Managers, and Marketing Directors across the country, MarketWare® is excited to introduce MarketWare 10.

Our experience has enabled us to design MarketWare 10 in a way that will simplify and improve your physician relationships. You will know who you need to visit, what issues you need to resolve, who is working with whom, and know which physician relations and marketing activities are the most effective.

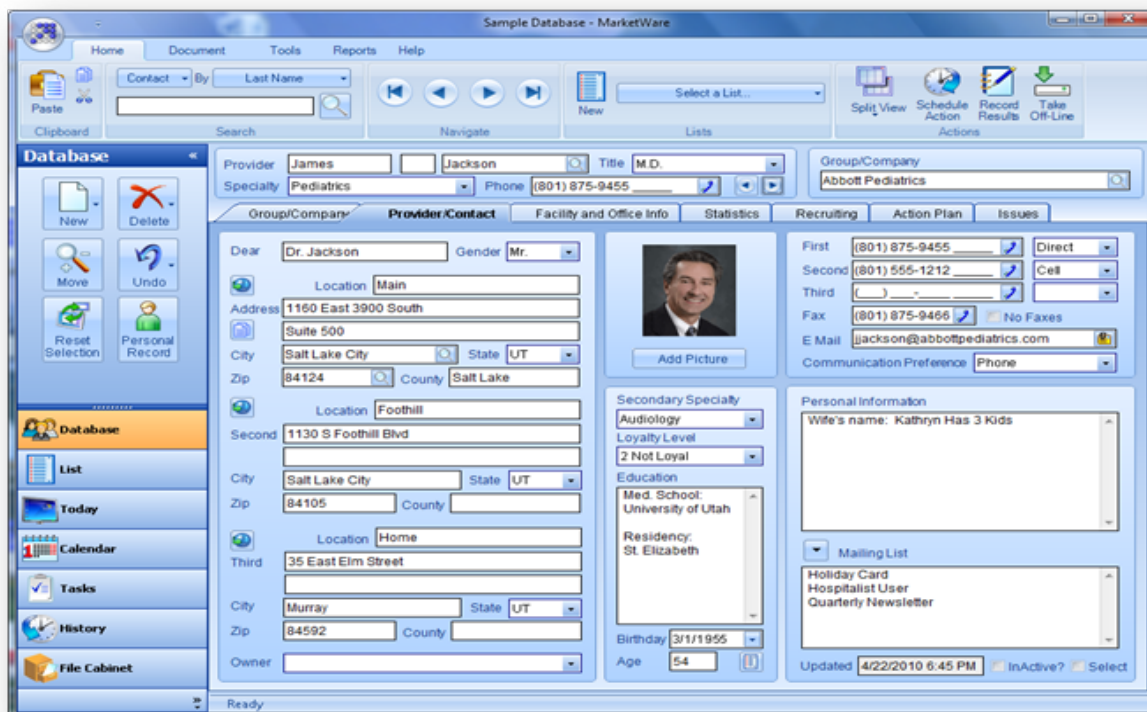


Figure 1. MW 10 Provider Profile

# Used by Healthcare Organizations Across the Country

MarketWare® is the most customized Physician Relationship Management system in the country. We have experience in many different types of healthcare organizations including:

- ✓ Rural & Urban Hospitals
- ✓ Educational Hospitals
- ✓ Medical Specialty Groups
- ✓ Imaging Centers & Labs

"I was a drug rep for five years before this job, and MarketWare is the BEST system I have ever used."

Lisa Bromfield, Abrazo Healthcare

Our goal is to work with each client to make MarketWare 10 a key part of their organization. To accomplish this, our Physician Relations Consultants tailor every database to each organization's specific needs.



Figure 2. Recent Clients

# Physician Information at Your Fingertips

Our clients love having physician information at their fingertips. With a click of a mouse, you get complete information on any physician.

“MarketWare is a great program . . . I have used other programs like this, but it is the best I have come across for dependability and easy reporting.”

Mary Dybdahl  
Physician Liaison, Strategic Planning  
El Camino Hospital

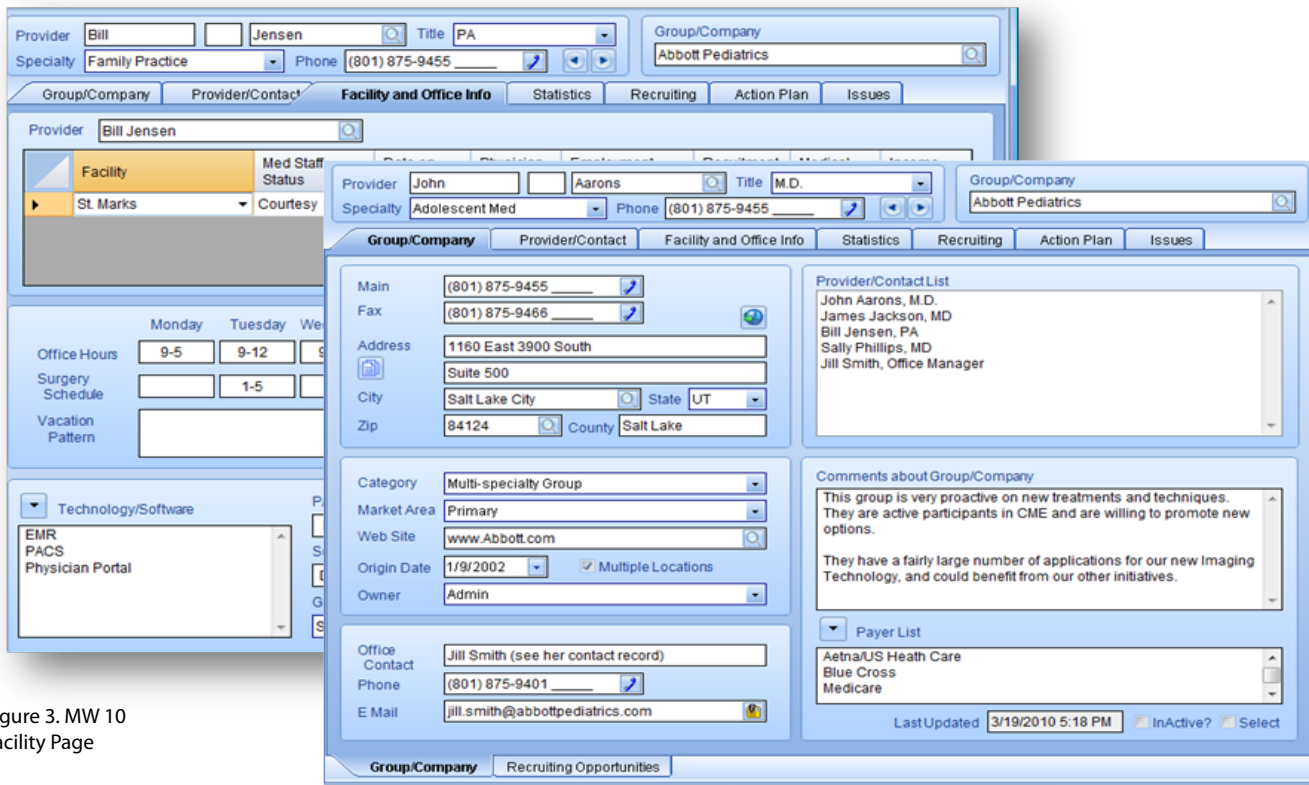
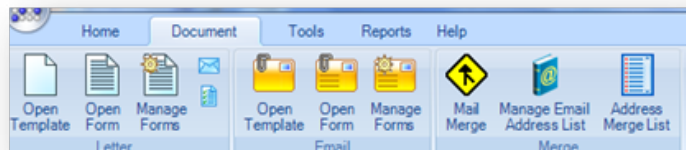


Figure 3. MW 10 Facility Page

Figure 4. MW 10 Group Page

## Incredibly User Friendly

MarketWare10's new Ribbon tool bar is extremely user friendly. Easily do mail merge and form emails and run queries and reports.



# Physician Issue Management

Physician Relations can become a constant juggling act between resolving physicians' concerns and encouraging physician referrals. We have found too many physician liaisons are spending their time in "Crisis Mode" dealing with physicians' issues and problems.

Quickly know where your issues are coming from, which physicians are experiencing the most problems, and delegate and track responsibilities to get them resolved.

"The Issues and Problems tab in MarketWare is worth purchasing the database alone! It has streamlined our ability to handle feedback in a timely manner. I would recommend this database to any Physician Relations or Medical Staff Office looking to improve their functionality and efficiency."

Heather Coté, Adventist Health

The screenshot displays the MarketWare 10 Issues Page interface. At the top, there are input fields for Provider (James Jackson, M.D.), Specialty (Pediatrics), Phone ((801) 875-9455), and Group/Company (Abbott Pediatrics). Below this is a navigation bar with tabs for Group/Company, Provider/Contact, Facility and Office Info, Statistics, Recruiting, Action Plan, and Issues (which is selected). The main form is divided into several sections: Issue Subject (Pre-Op Scheduling), Category (Scheduling), Facility (St. Marks), Department (Surgical Services), and Source (Physician Visit). On the right, there are fields for Date Identified (5/26/2010), Priority (Normal), Owner/Originator (Admin), and Person Responsible for Resolution (Sandra Diorka, Surgical Services Director). A 'Send Email' button is located next to the resolution field. The Description field contains a text entry about scheduling frustration. The Action Taken and Resolved On fields are currently empty. At the bottom, there are fields for Physician Notification (How and Date), buttons for 'Update Issue History' and 'List of Outstanding Issues', a Status dropdown (Open), and a 'Last Updated' timestamp (6/1/2010 2:29 PM) with a 'Select' button.

Figure 5. MW 10 Issues Page

# Complete Physician History and Key Indicators

Have physician history and notes in one central database. Include charts and graphs, underline and bold important messages, and communicate with everyone about opportunities and recent visits.

"One thing I noticed when we sat down for the one-on-one training . . . was that [the MarketWare Consultant] had a satchel of best practices. . . which come across not as extra work as most best practices do, but as illuminations or 'aha!' moments."

MarketWare's Today View shows you all of your key indicators at a glance. See appointments, statistics, group messages, and outstanding issues.

Rick Beall  
Barbara Ann Karmanos Cancer Institute



