

Statistics - the GPS of your facility

Alice, is the newest Physician Liaison at your facility. Enthusiastically, she wants to know what do to increase her physicians' referral behavior. Unfortunately, she does not know what opportunities exist with each of her physicians.

MarketWare's Physician Relations CRM can be a GPS for Alice to guide her on how to improve referrals. Through MarketWare she will be able to:

- ✓ Quickly analyze Physician Statistical Trends
- ✓ Communicate goals and opportunities to everyone at her facility
- ✓ Identify the effectiveness of her activities

Alice and her organization, will know exactly what they need to do to improve their physician referrals.

Quickly Analyze Physician Statistical Trends

By easily identifying physician referrals, physician liaisons, directors, and executives know exactly what opportunities exist to improve referral behavior. Everyone will be able to work together to build up physician retention and maintain the referrals of high referring physicians.



Provider		James	Jackson	Title	M.D.		
Specialty		Pediatrics		Phone	(801) 875-9455		
Group/Company		Provider/Contact		Facility and Office Info			
		Jan	Feb	Mar	Apr	May	Jun
InPatient							
Admissions		6	8	10	12	14	6
Surgeries		11	9	7	5	3	16
OutPatient							
Visits		8	9	9	7	9	56
Surgeries		0	0	0	0	0	0
Imaging							
MRI		4	3	8	5	4	7
CT		2	6	2	1	6	4
Ultrasound		2	7	6	9	4	6
Mammography		1	4	8	3	7	5
Diagnostics		3	8	5	9	3	2
Other		5	2	8	7	3	9
Payer Mix							
Medicare		20		Managed Care		9	
Medicaid		5		Self Pay		2	
Blue Cross		35		Workers Comp		5	
Commercial		17		Other		3	

Figure 1. MarketWare's Statistics Page

Communicate goals and opportunities to everyone

MarketWare's Physician Statistics page communicates goals and opportunities to everyone at the facility. Each person will know which physicians are increasing their referrals, and which physicians are decreasing their referrals. With this information easily accessible, all levels of the organization will be guided toward reachable goals and effective actions.

Alice, will now have the support she needs to maintain and build physician relationships. Results will follow and referral goals will be reached.

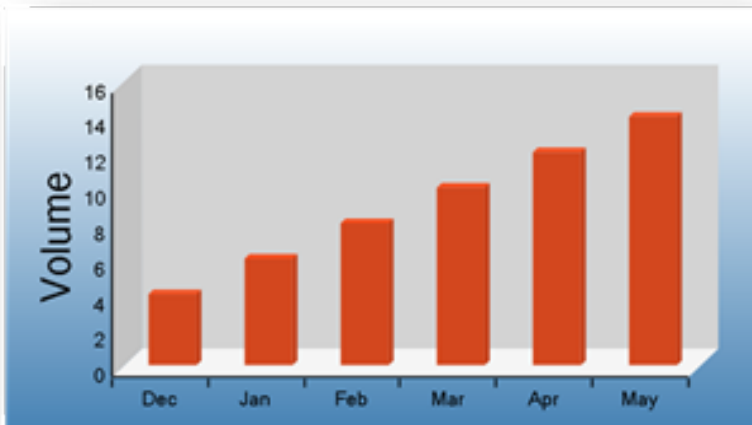


Figure 2. MarketWare's Inpatient Admissions graph

A screenshot of a software interface for opportunity planning. It features three sections, each with a title and a list of items in a scrollable box. The first section is titled 'Opportunities' and contains 'Increase Imaging Referrals' and 'Increase Surgical Procedures'. The second section is titled 'Physician Needs' and contains 'Needs greater access to OR schedule and equipment'. The third section is titled 'Overall Plan' and contains 'Work on following:' followed by a list: 'Review New Imaging Procedures', 'MD to MD Visit', 'CME', 'Get Office Staff to Tour Facility', and 'Follow Up Meeting with Doctor'.

Figure 3. Action Plan page's opportunity planning

Identify the effectiveness of activities

Use MarketWare's Call Report and Statistical Activity Report to identify the most effective physician relations activities. Find out what has been done with physicians; i.e., CME, Grand Rounds, Office Staff Meeting, and MD to MD Visits.

Use the statistical activity report to see which direction physician's statistics are going. These two reports will guide you on what activities are most effective and what activities are not.

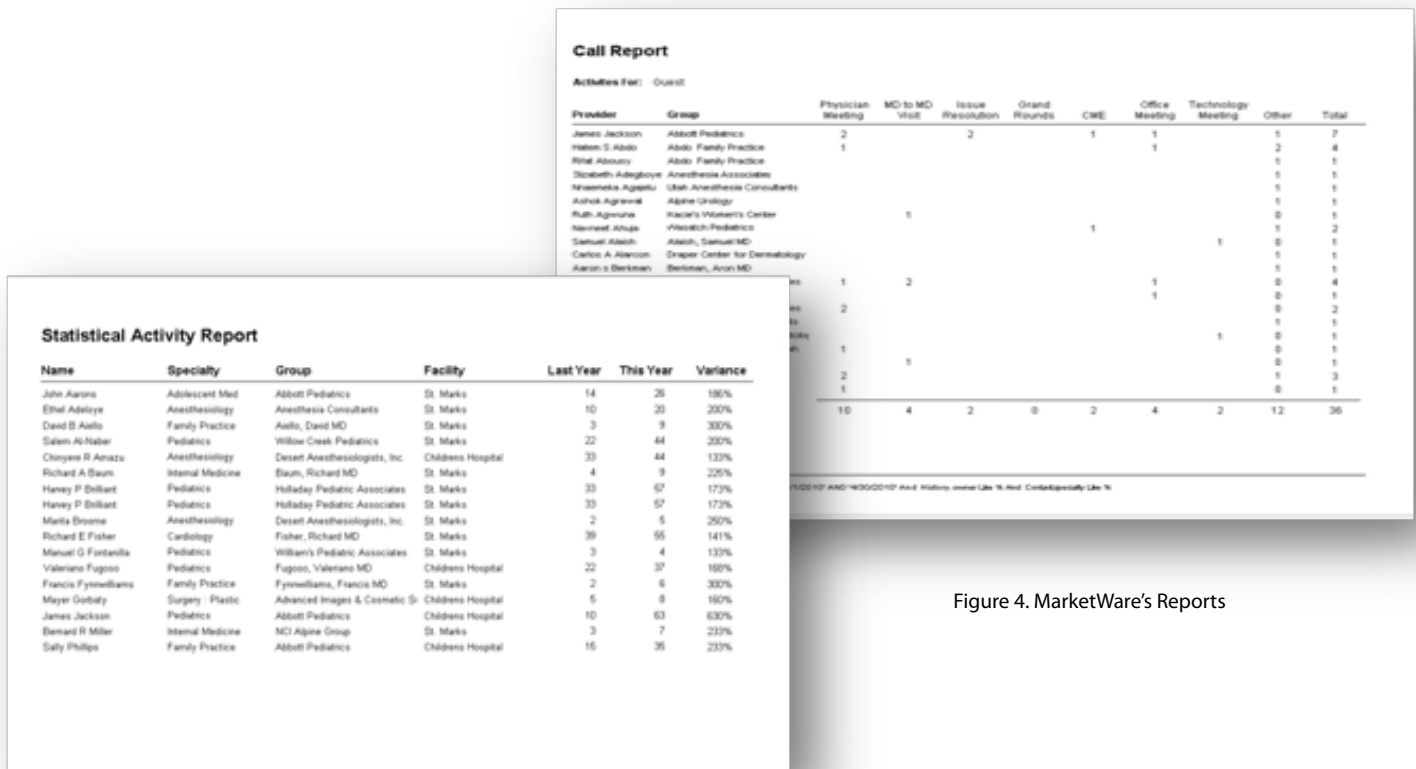


Figure 4. MarketWare's Reports

Easy access to physician statistics produces success

Having physician referral statistics at the fingertips of your liaisons will provide them with the knowledge they need to quickly analyze referral trends, identify and communicate goals and opportunities, and learn what physician activities are most effective. In so doing, the Physician Statistics will become a GPS for your Physician Relations and organization.

MarketWare is the key

Provide your organization with the tools they need to become successful. MarketWare is the key to effectively improving your relationships. Do not settle with guessing what you should do; use MarketWare and know what you should do.