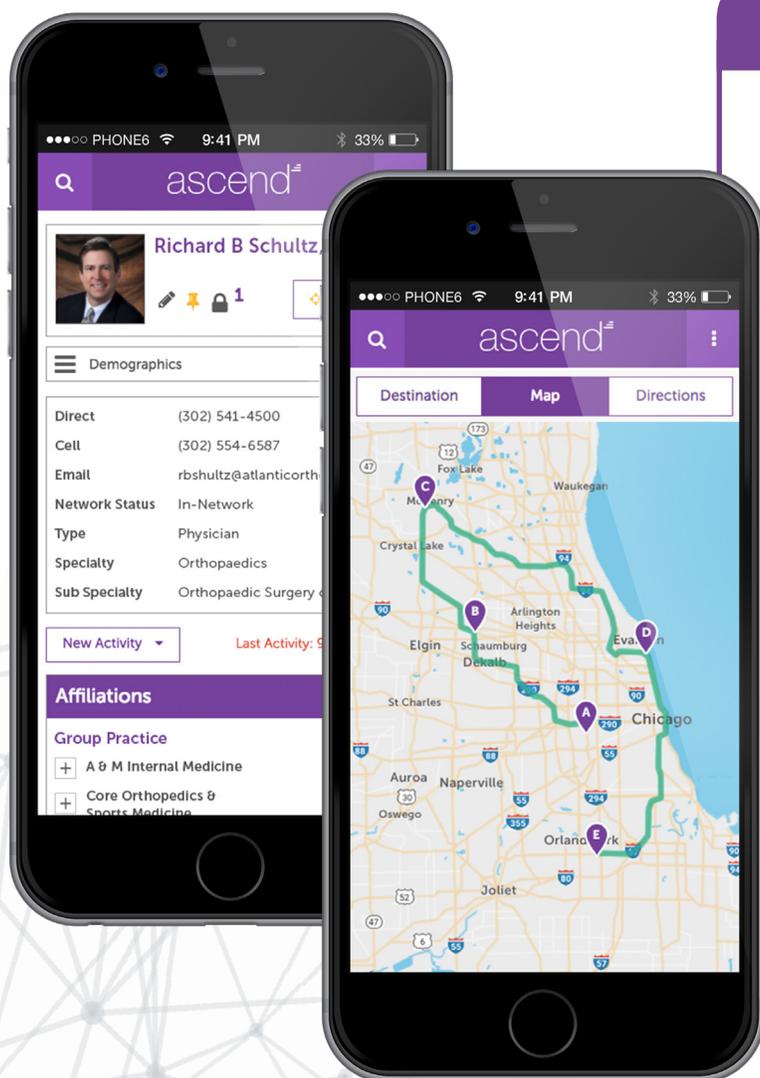




## Physician Relationship Management for Maximizing Provider Engagement

Ascend is your multi-purpose tool for maximizing provider engagements and promoting growth. Get a clear view of provider relationship health, including liaison activity, referrals and issue progression, with Ascend's user-friendly reports feature. Become better equipped to prevent revenue loss due to onboarding inefficiencies with our alignment tracker. And eliminate duplication of effort with our recurring tasks function. Plus, platform integration with Microsoft Exchange, Google Calendar and Google Maps optimizes your time in the field.



### Use Ascend to:

#### Set Growth Initiatives

Improve recruitment & outreach with effective targeting

#### Monitor Issue Management

Pinpoint & communicate roadblocks in a timely manner

#### Streamline Physician Onboarding

Consolidate data sources to boost orientation outcomes

#### Track Progress

Create meaningful reports that connect activity with ROI

#### Manage Responsibilities from Anywhere

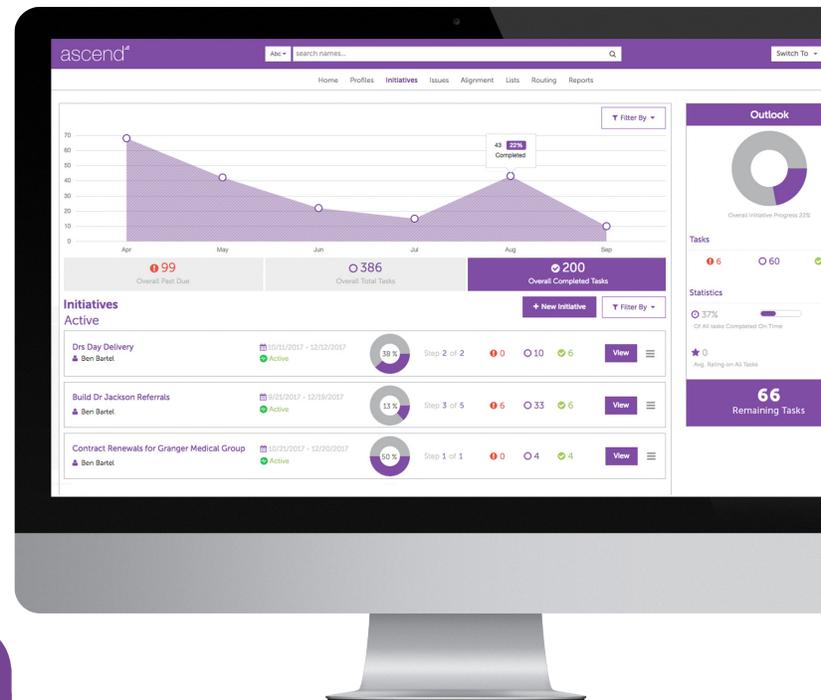
Enhance performance with Microsoft Exchange & Google compatibility

# Designed with outreach teams in mind.

## Ascend is an effective tool for growing your practice.

Team members, from liaisons and administrators to marketers and recruiters, can get answers to important questions about:

- Prioritizing service lines & physician targets
- Measuring practice performance
- Monitoring field team activity & tying it back to results
- Managing physician onboarding to ensure progress
- Developing & measuring performance on a new practice marketing plan



### Ascend Use Case ↑

#### Combining Data to Demonstrate Return on Outreach

A Physician Relations team in Houston was having difficulty demonstrating how the liaison program was impacting referral patterns. After implementing Marketware tools, the team was able to quantify the percentage of first referrals tied to outreach.

**Results:** By combining activity visit data from Ascend with internal data in Scout, the liaison manager could illustrate to leadership that \$507,000 in related revenue well exceeded program costs.

“You can use it anywhere. Liaisons aren't tethered to a computer so they can document notes while out in the field. This has contributed to notable improvements in stakeholder engagement and leadership always wants to see physician relations teams ROI. Marketware provides an easy way to demonstrate the hard work the team accomplishes.”

VP, Strategic Resource Group & Physician Relations