

# Healthcare Technology Comparison

	marketware <sup>mw</sup>	Non-Healthcare CRM	Patient CRM w/ PRM Equivalent	Analytics Platform w/ PRM Equivalent	Data Only Provider	Physician Applicant Tracking System
Physician Recruitment	✓	–	–	–	–	✓
Physician Onboarding	✓	–	–	–	–	–
PRM (Physician CRM)	✓	✓	✓	✓	–	–
Patient CRM	–	–	✓	✓	–	–
Issue Resolution	✓	–	–	–	–	–
Patient Trending Data	Limited	–	✓	Limited	Limited	–
Internal Data Integration	✓	–	✓	✓	✓	–
All Payer Claims Data	✓	–	Limited	✓	✓	–
PRM-Data Integration	✓	–	–	–	–	–
Data Granularity	Procedure Group	–	Service Line	Procedure Group	Values	–
Single Login for All Modules	✓	✓	–	–	✓	✓