

Physician Strategy Suite

Helping healthcare teams strengthen their strategic & competitive advantage with our integrated web-based platforms.

All Your Needs in 1 Place



Physician Onboarding

Collaborate on new provider launch.



Physician Relationship Management

Maximize provider engagement.



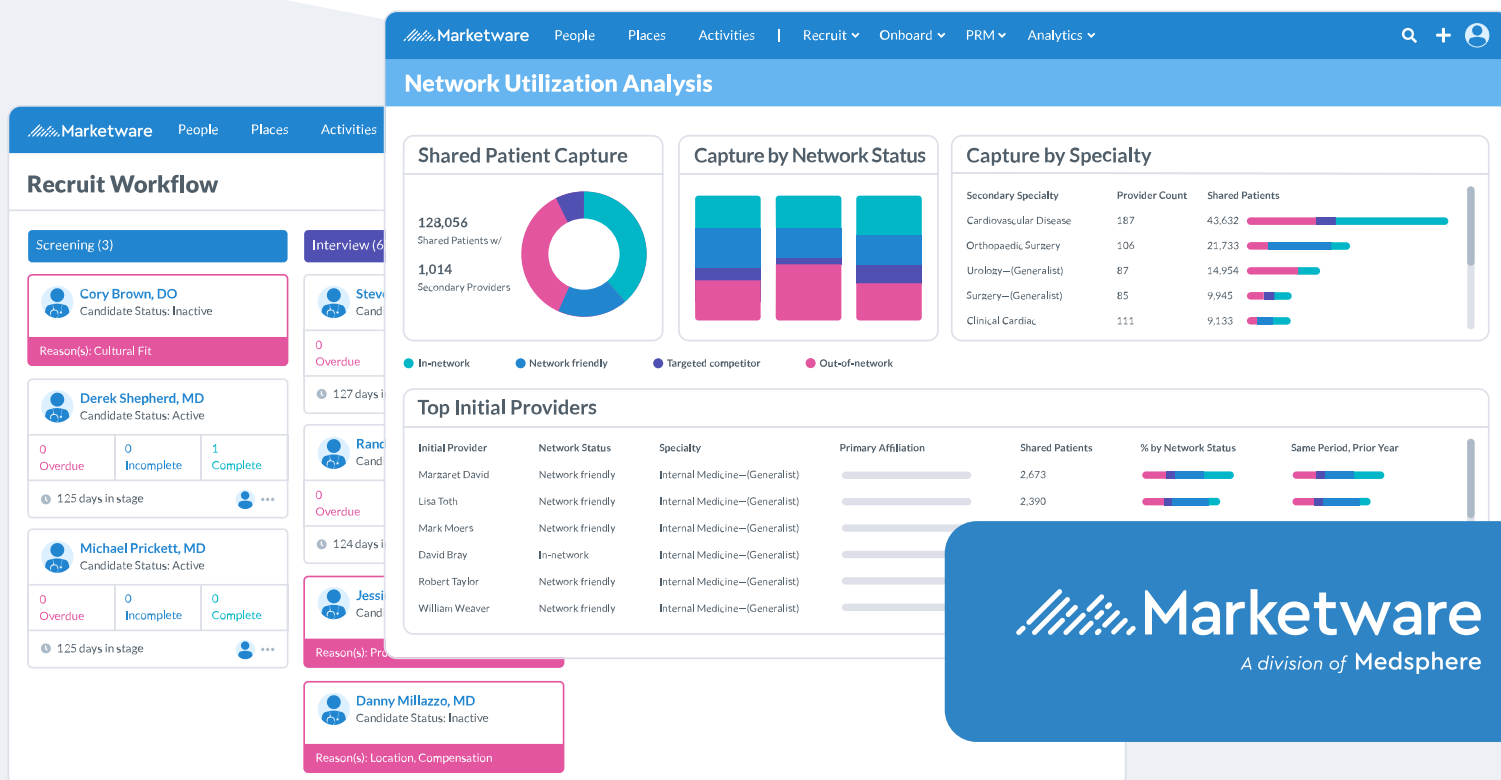
Physician Recruitment

Source, qualify & retain the best providers.



Healthcare Data Analytics

Transform data into outcomes.



The right platforms for strategic growth.

Connect with our entire Physician Strategy Suite to assess the bottom-line impact of activity in the field and study individual providers—as well as track physician recruitment and onboarding efforts.

Physician Onboarding

Support provider integration starting with orientation through to launch and retention. Strategically constructing an onboarding program is critical to the success of newly acquired providers. Successful onboarding will yield results that are sustainable and far-reaching by increasing physician satisfaction.

Physician Recruitment

Designed by and for healthcare recruiters, a physician applicant tracking solution (ATS) that helps you build your candidate database and effectively manage the providers that best fit your practice opportunities. Offers customizable workflows and templated activities that allow you to be more efficient at each stage in the recruitment process.

Healthcare Data Analytics

Powerful business intelligence platform, specifically designed by and for Business Development and Strategic Planning teams. Our interactive dashboards and reports can transform hard-to-read market share data into a clear and comprehensive picture of your competitive landscape by identifying keepage, leakage and splitter behavior, along with understanding referral relationships.

Physician Relationship Management

Plan, track and measure the effectiveness of liaison activity across key growth initiatives. You'll be better armed to prevent physician turnover and loss of revenue by keeping organized timelines and task assignments. Integrate claims data to help you understand patient mix, payer mix, claims volume and shared patient connections at the provider level to help you evaluate return on visit.



*Get an exclusive look
inside our technology:*

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Physician Relationship Management

Maximize Provider Engagement

Marketware’s PRM makes it easier than ever to plan, track and measure the effectiveness of liaison activity across key growth initiatives. You’ll be better armed to prevent physician turnover and loss of revenue by keeping organized timelines and task assignments. Review responsiveness by tracking physicians and close the loop on any obstacles to access or service issues. What makes our PRM stand out from the competition:



Field Intelligence

See activities by practice, provider, liaison or initiative and gather market intelligence.



External Data

Track top providers in the market by service line and analyze shared patient mix.



Internal Data

Identify top performing service lines, referring providers and outbound referrals.



Dedicated Client Support

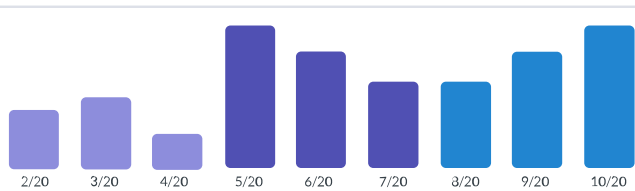
Our team will be with you every step of the way, from implementation to strategy.

Return on Activities — Referring Providers

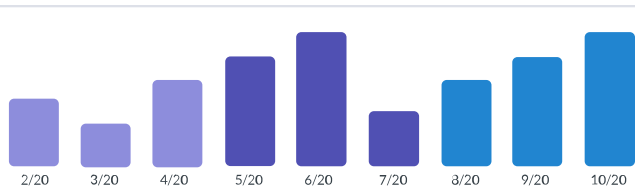
Providers with Activities

Encounters	New Patients	Revenue	Avg Prior to Activities	Avg During Activities	Avg After Activities
2,604	1,851	187,150,249	248	300	320

Activities with Referring Providers



Encounters from Practitioners with Activities



● Prior to Activities ● During Activities ● After Activities

Practitioners with Activities vs All Practitioners



● Practitioners w/ Activities ● All Practitioners

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Our PRM Helps You—

Set growth initiatives.



Growth initiatives specific to outreach campaigns, including goal setting, key targets and related results.

Track progress.



Easily produce robust reports on aspects of your initiatives and demonstrate the ROI of your referral development.

Monitor issues.



Identify and track roadblock issues by referral source and monitor average response times.

Plan your work.



Our PRM allows you to prioritize tasks and candidate contacts and gives team members and departments the ability to contribute to your day-to-day plans.

Seamless data integration.

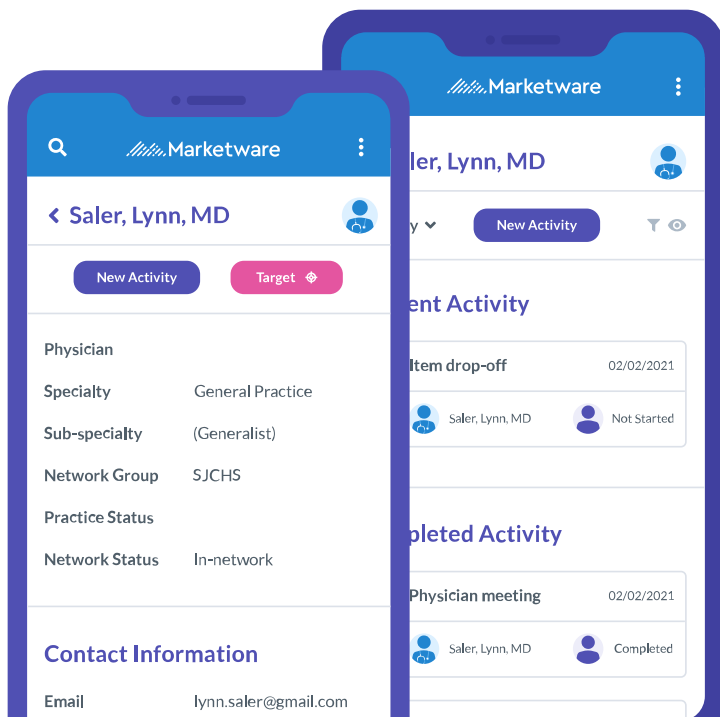


See claims results, including patient mix, payer mix, claims volumes and shared patient connections at provider level.

Work from anywhere.



Our mobile-friendly solutions give liaisons the flexibility to work within the product while out in the field, ensuring tasks and notes are current.



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Healthcare Data Analytics


Transform Data into Outcomes

Marketware’s Physician Strategy Suite offers powerful business intelligence and analytics specifically designed by and for healthcare professionals. Our interactive dashboards and reports can transform hard-to-read data into a clear and comprehensive picture of your competitive landscape. What makes our Healthcare Analytics platform stand out from the competition:




360 Degree View

Our integrated claims data gives you insight into provider claims occurring in and around your system.




ROI Communication

Our data and analytics allow liaisons to measure and effectively communicate ROI tied to growth initiatives.



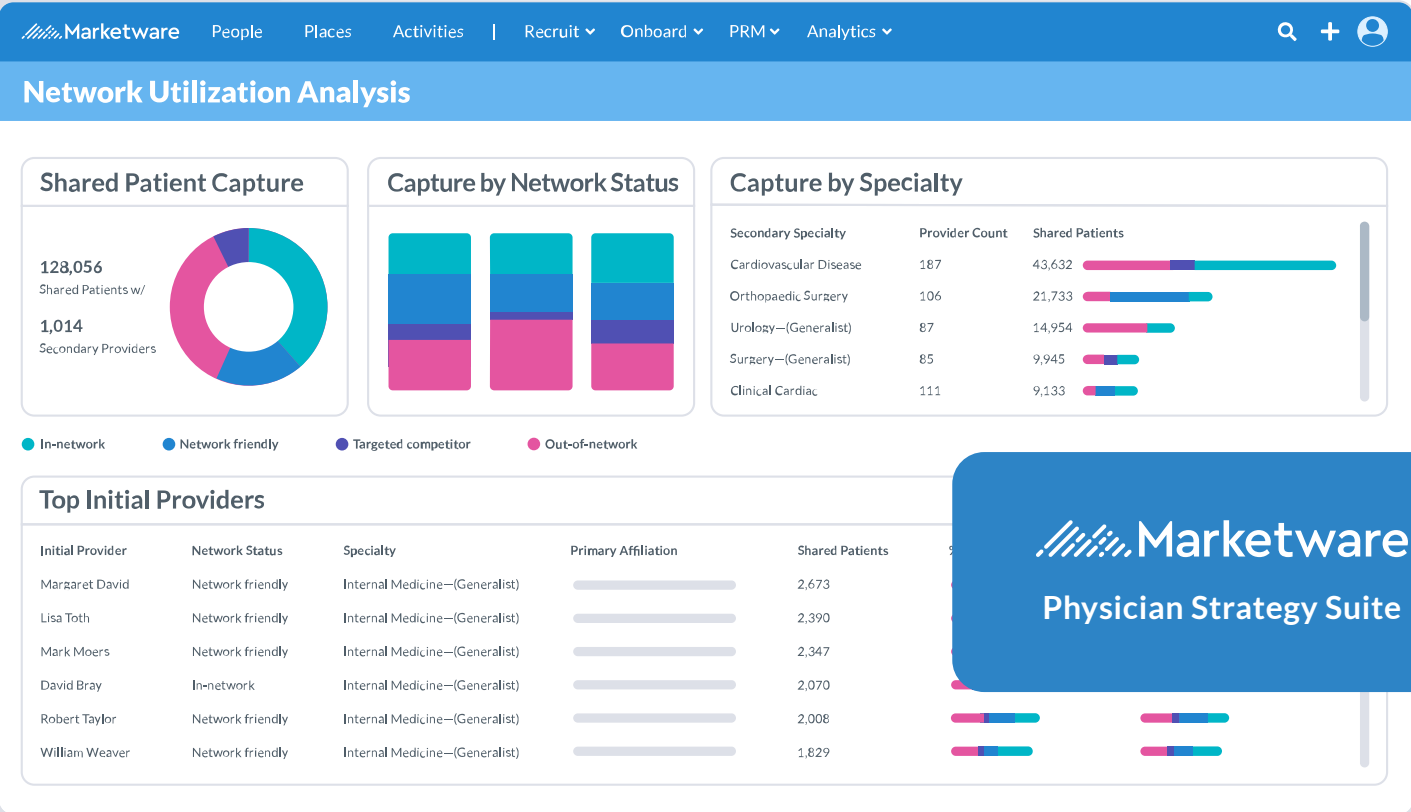
Web-Based

Our web-based platform stores key trends observed within various data sources, making it more accessible than ever.



Multiple Data Sources

Our data-driven approach is fueled by multiple data sources that ensure both successful strategy and ultimately, results.



The Importance of Analytics

Analyze data trends.



Interactive analytics dashboards help your healthcare organization visualize and act on internal data trends.

Network development.



Use our shared patient analysis to visualize your market and the strength of connections to help understand who to further target to enhance your patient pipeline.

Understand your market.



Understand market trends specific to physicians and use dashboards to help your healthcare team gain the insights they need.

Seamless integration.



Connect our entire Physician Strategy Suite to assess the bottom-line impact of activity in the field and study individual providers—as well as track physician recruitment and onboarding efforts, all in one solution.

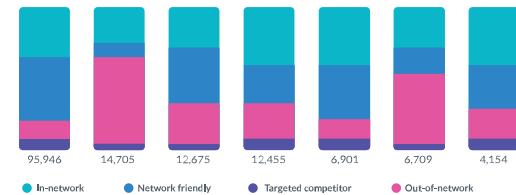
Illustrate ROI.



Easily convert your analytics dashboards and data into Excel, PowerPoint or PDF reports demonstrating market trends and the ROI of your growth initiatives.

Market Integrity Analysis

Initial Patient Count
580
Secondary Patient Count
374
Record Count
124.6K

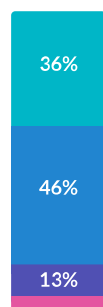


Provider Integrity Analysis

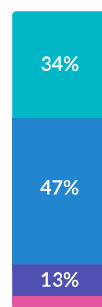
Initial Provider Count
58
of Provider to View
12%

Strong %
75
Reliable %
50
Variable %
25
Weak %
1

Current Network Integrity



Previous Network Integrity



Top Initial Providers

Initial Provider	Specialty	Primary Affiliation	Network Status	Shared Patients	Integrity Score
	Internal Medicine		Network Friendly	2,605	100%
	Internal Medicine		Network Friendly	2,308	100%
	Internal Medicine		Network Friendly	2,227	100%
	Internal Medicine		In-Network	2,175	100%
	Internal Medicine		In-Network	2,943	100%
	Internal Medicine		In-Network	2,866	100%
	Internal Medicine		In-Network	1,844	100%
	Internal Medicine		Network Friendly	1,811	100%
	Internal Medicine		Network Friendly	1,609	100%
	Internal Medicine		Network Friendly	1,565	100%
	Internal Medicine		In-Network	1,565	100%

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Physician Recruitment

Plan Your Work, Work Your Plan

Designed by and for healthcare recruiters, Marketware's Physician Recruitment platform is an easy-to-use internal tracking solution that helps build your candidate database and manage providers that best fit your practice opportunities. Our platform offers customizable workflows and templated activities that allow you to be efficient at each stage in the recruitment process. What makes our Physician Recruitment platform stand out from the competition:



KPI Reporting

User-friendly reporting helps recruiters evaluate how efficient and effective their team activities are today.



Notifications

Our platform generates automated emails as new items are assigned or users are mentioned in an activity comment.



Web-Based

Our web-based platform stores key trends observed within various data sources.



Interactive Dashboards

Assess trends including days-to-fill, cost, and sourcing value with in-app dashboards.

Marketware

PeoplePlacesActivitiesRecruitOnboardPRMAnalytics

+

Recruit Workflow

Add CandidatesAdd Stage

Screening (3)

Cory Brown, DO

Candidate Status: Inactive

Reason(s): Cultural Fit

0 Overdue

0 Incomplete

1 Complete

125 days in stage

Derek Shepherd, MD

Candidate Status: Active

0 Overdue

0 Incomplete

1 Complete

125 days in stage

Michael Prickett, MD

Candidate Status: Active

0 Overdue

0 Incomplete

0 Complete

125 days in stage

Interview (6)

Steve Thomas, MD

Candidate Status: Active

0 Overdue

1 Incomplete

10 Complete

127 days in stage

Randy Ruiz, MD

Candidate Status: Active

0 Overdue

0 Incomplete

7 Complete

124 days in stage

Jessie Banejec, MD

Candidate Status: Inactive

Reason(s): Professional Needs

Danny Millazzo, MD

Candidate Status: Inactive

Reason(s): Location, Compensation

Onsite Planning (0)

Contracting (1)

Alice Martin, MD

Candidate Status: Active

0 Overdue

5 Incomplete

20 Complete

135 days in stage

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Support Physician Recruitment

Source leads.



Identify and qualify potential candidates based on must-have criteria for each opportunity—helping you achieve the best fit.

Visualize pipelines.



Move candidates through the recruitment process faster. Adjust our templates, or create your own, to automate pipelines.

Identify key players.



Create a variety of profile records to manage the people and places involved in your recruitment efforts, including education, employment history, and sources.

Department collaboration.



Support a team-based environment by having multiple users and departments contribute to recruiting new providers. Comments and mentions trigger email notifications so users never miss a beat.

Segment candidates.



View metrics, including: demographic details about which sources are bringing in the best candidates and the average time it takes to hire a provider.

Added insights.



Integrate recruitment efforts into our entire Physician Strategy Suite for added insights, data, collaboration and ROI Analysis.



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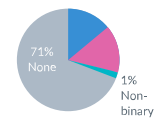
Sourcing Demographics Break Down

Leads

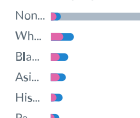
Total
631

Cost Per Lead
\$176.39

Gender



Ethnicity by Gender



Specialty by Gender



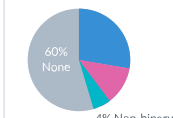
Candidates

Total
88

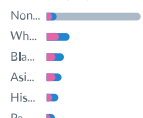
Conversion Rate
14%

Cost Per Can.
\$1,264.77

Gender



Ethnicity by Gender



Specialty by Gender



Contractors

Total
4

Gender



Specialty

Internal Medicine
Family Medicine

Male

Physician Onboarding

Collaborate on New Provider Launch

Marketware's Physician Onboarding platform supports provider integration starting with orientation through to launch and retention. Strategically constructing an onboarding program is critical to the success of newly acquired providers. Successful onboarding will yield results that are sustainable and far-reaching by increasing physician satisfaction and loyalty. What makes our Physician Onboarding platform stand out from the competition:



Physician Specific

Designed by physicians, for physicians—allowing us to focus on the challenges and needs for onboarding top providers.



Streamline Communication

Our web-based platform makes it easy to communicate between multiple teams and keep track of conversations.



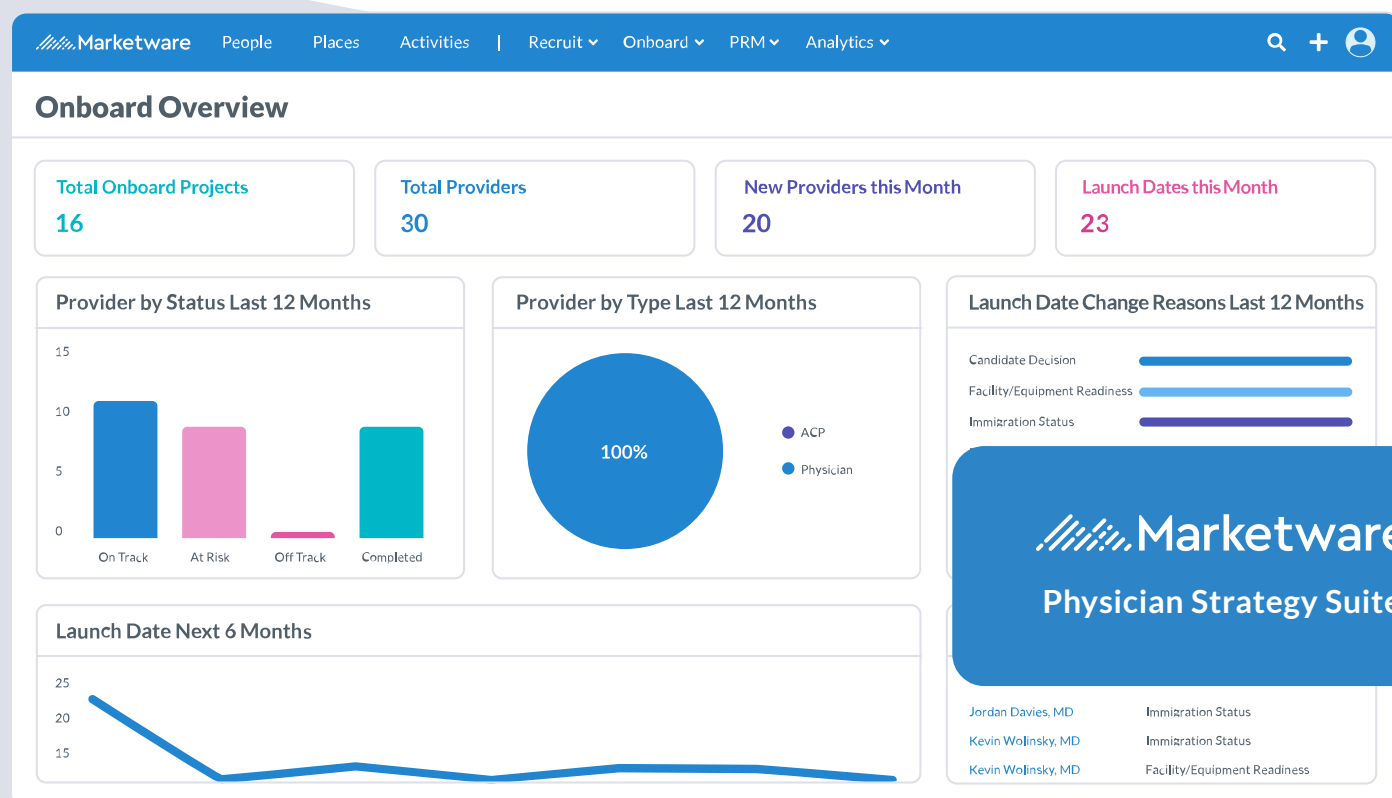
Visualize Pipelines

Organize and visualize teams and pipelines with dashboards.



Monitor Progress

Enables onboarding teams to stay on track as new providers are brought up to speed.



Streamline Provider Onboarding

Elevate best practices.



Teams across your organization can document and collaborate on best practices. Improve a new physician's satisfaction, practice performance and long-term retention.

Improve team results.



Identify gaps that may negatively impact your onboarding efforts, including trends by candidate, specialty and more. You can also record and report on activities and expenses to better manage team effectiveness.

Customize templates.



Support cross-team collaboration during onboarding with customizable templates that allow you to easily visualize pipelines and open activities.

Stay on track.



Build in opportunities to meet with new physicians to assess how they are adjusting and any additional professional and/or personal support they may need.

Monitor KPIs.



Report on key metrics to better understand pipeline gaps and prove team impact. Use dashboards to set goals.

Added insights.



Integrate your onboarding efforts into our Physician Strategy Suite for added insights, data, collaboration and ROI Analysis.



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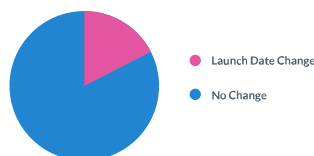
Onboard Challenges

Total Providers in Projects
31

Providers in Progress
22

Providers Complete
9

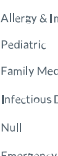
Provider Launch Date Changes



Launch Date Changes by Assignee



Launch Date Changes by Specialty



Client Success

Delivering results-driven customer support to ensure your success.

At Marketware, we don't just focus on our latest features and buttons—we focus on improving your team's efficiency and bottom-line performance. When you join the Marketware team, you'll be assigned a dedicated Client Success Executive to be with you and your team every step of the way. Our team of Executives have all formerly worked as liaisons and recruiters and have an extensive knowledge base of the industry and the product. From implementation and onboarding to your day-to-day activities, we'll be here to support and enable your organization to strengthen and grow. They'll touch base with you often—from weekly calls and emails, you'll find they're always there to keep you moving forward.

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Implementation Process

Marketware implementation isn't just a 1-&-done sort of thing. Once you've joined, our Client Success team will begin onboarding your organization in 5 stages.

1. Discovery



As you get started, you'll work with your dedicated CSE to set a timeline, understand your organization's strategic priorities and set next steps.

2. Planning



In this stage, we'll work to understand your internal and external data assets and get both your software and users set up and ready to run.

3. Training



Your dedicated CSE will coordinate with you to set up online modules, virtual training, overview your claims data and facilitate live training to ensure your team is educated and ready to go.

4. Launch



We'll be ready before, during, and after launch with support for all your users, any data refining you may need, and ongoing training.

5. Onboarding



Whatever you need, our team will still be here. Your CSE will conduct regular calls to check in, offer best practices and help with any support you may need.

Ensuring Success

Once you're through implementation and your team is actively using Marketware, your Client Success Executive will not only continue to be your advocate but will also focus on providing strategic insight. This is accomplished through a routine Executive Business Review (EBR). These scheduled meetings are designed to engage your key stakeholders in understanding how optimization of Marketware can further support a positive return on investment for organizational goals and strategies.

