

Hidden Value *of* Claims Data

/// Marketware



Speaker



Danielle Krystyniak

Vice President of Client Success

Marketware, a Division of Medsphere



Crystal Bishop

Client Success Executive

Marketware, a Division of Medsphere



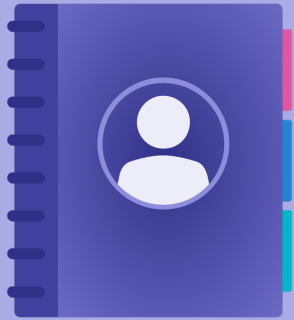
Marketware

Product Overview



Marketware Overview

Integrated Physician Focused Technology



Physician Relationship
Management



Healthcare Analytics



Physician Recruitment



Physician Onboarding



Physician Relationship Management (PRM)

Plan, track & measure the effectiveness of liaison activity across key growth initiatives.

The screenshot displays the Marketware PRM interface. The top navigation bar includes 'Marketware', 'People', 'Places', 'Activities', 'Issues', 'Recruit', 'Onboard', 'PRM', and 'Analytics'. The profile for Dr. Luis Campos is shown, with tabs for 'Profile', 'Personal', 'Professional', 'Affiliations', 'Dashboards', 'Activities', and 'Files'. The 'Profile' tab is active, showing contact information, last completed activity date, primary affiliation, and practice opportunities.

Contact	Last Completed Activity Date	Primary Affiliation
Mobile Phone (Preferred) (855) 827-9525 Work Email (Preferred) luis.campos@occancer.com Home Address (Preferred) 2130 W. Holcombe Blvd Houston, TX 77030	07/12/2023 Today	Oncology Consultants — Address Unavailable

Practice Opportunities				
Southside Cancer Care	Screening	Assigned to: Carrie Ben...	Status: Inactive	2/3 tasks completed

PRM Features

- Set growth initiatives
- Track progress of strategic plans
- Integrate with internal & claims data
- Mobile app for the in-field use
- Segment target lists
- Demographic management



Healthcare Analytics

Powerful business intelligence & analytics specifically designed by & for healthcare professionals.

Analytics Features

Analyze & act on data trends

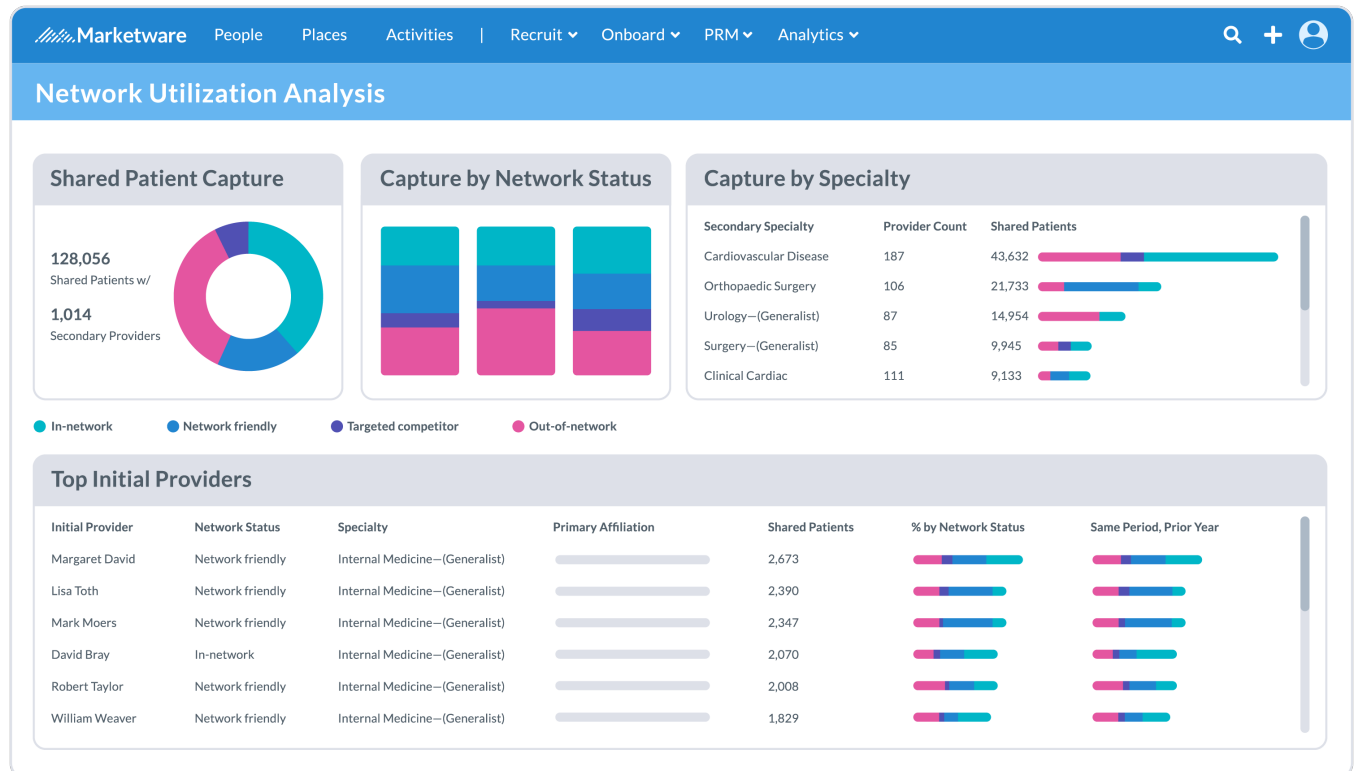
Understand your market

Illustrate ROI

Enhance network

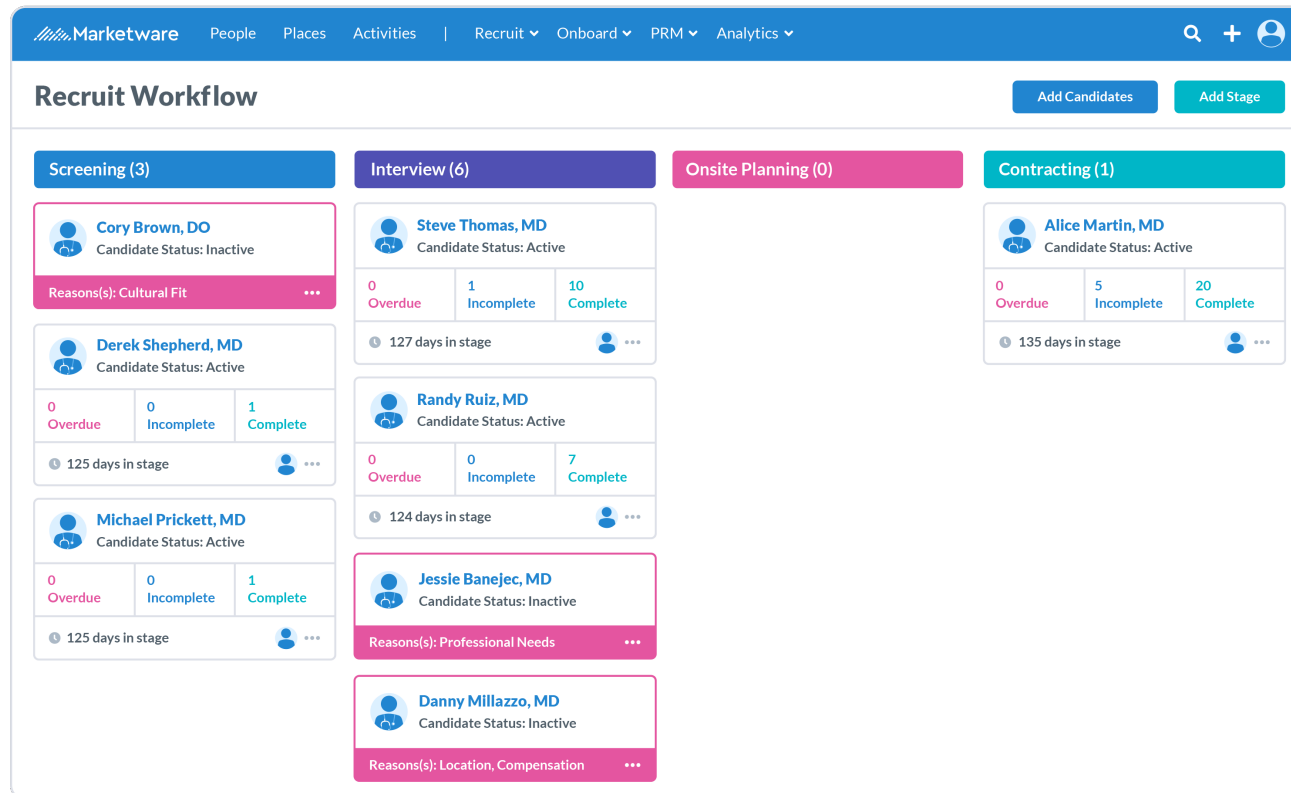
Enjoy PRM integration

Combine data assets



Physician Recruitment

Designed by & for healthcare recruiters, an easy-to-use physician internal tracking platform.



Recruitment Features

- Source leads
- Identify key players
- Segment candidates
- Visualize complex pipelines
- Collaborate across departments
- Receive added insights



Physician Onboarding

Collaborating on new provider launch & streamlining integration.

Onboarding Features

Elevate onboarding best practices

Customize onboarding templates

Monitor onboarding KPIs

Stay on track with milestones

Department collaboration

Increase provider retention

Project Status Board

Add Provider

On Track

Ivan Coggins, MD
Physician | Family Medicine
Barrett Memorial Physician's
Group—Hardeeville

91% completed 52/57 activities

Feb 10 7 days left

At Risk

Matt Bennett, MD
Physician | Neurosurgery
Barrett Memorial Physician's
Group—Okatie

86% completed 49/57 activities

Feb 12 9 days left

Off Track

Completed

Michael Prickett, MD
Physician | Internal Medicine
Barrett Memorial Physician's
Group—Bluffton

100% completed 56/56 activities

Jan 29 -5 days left

Danielle Milazzo, MD
Physician | Allergy & Immunology
Abercorn Infectious Disease

21% completed 12/57 activities

Jun 3 4 months left

Alexis Choudhury, MD
Physician | Family Medicine
Abercorn Infectious Disease

87% completed 48/57 activities

Feb 4 a day left

Catherine Riester, MD
Physician | Family Medicine
Heart Specialist of Savannah

100% completed 56/56 activities

Jan 31 -3 days left

Robin Smith, MD
Physician | Family Medicine
St. John's Community Physician's
Group—Richmond Hill

0% completed 0/57 activities

Jul 22 6 months left

Jordan Davies, MD
Physician | Family Medicine
Barrett Memorial Physician's
Group—Beaufort

88% completed 50/57 activities

Feb 26 23 days left



Overview of
Claims Data



5 Possible Claims Data Assets

TBA



Provider Demographic Data



Provider Patient Mix Data



Provider Procedure Data



Provider Diagnosis Data



Provider Shared Patient Data



Provider

Demographic Data



Demographic Data Assets

Provider Fields Available via Claims Data






Field	Example
Provider NPI	1316129661
Provider Name	George Schultz
Provider Specialty	Orthopedics – Foot & Ankle
Provider Affiliation	Savannah Ortho Associates
Provider Address	123 Main Street, Suite #300, Savannah, GA, 31405
Provider Phone	(912) 355-1010
Provider Email	gschultz@savannahortho.com




Demographic Data Assets

Provider Fields Available via Claims Data


< Main





1



Babcock, George M, MD





Demographics

Contact Information

Affiliations

Locations

Details

Additional Information

Education

Type	Physician	Created Date	12/01/2016 by
Specialty	Cardiology	Last Updated	08/03/2023 by Josh Cameron
Sub Specialty	Interventional Cardiology		
Network Status	Network Friendly		
Network Group	St. John's Community Health		
Practice Status	Full time		

Contact Information

AMA No Contact Requested

☐

Email

EmailGBabcock@SavannahHeart.com

Phone

Direct(912) 927-3434

Cell(854) 235-6354

Affiliations

Group Practice

+ Cardiology Associates Of Savannah

+ Heart Specialists of Savannah

+ Saint Josephs Candler Cardiology Associates Of Savannah Springfield

Demographic Data Assets

Provider Fields Available via Claims Data

< Main

1

Babcock, George M, MD

Demographics

Contact Information

Affiliations

Locations

Details

Additional Information

Education

Locations

+ Add New

Chicago General Medical Center-Primary

Core Orthopedics & Sports Medicine-Primary

Greater Chicago Medical Center-Primary

Midwest Sinus Center University Hdnc Hdnc-Primary

Chicago General Medical Center - Elk Grove Village

0%

Primary

800 Biesterfield Rd

Elk Grove Village IL 60007

Cook

(847) 437-5500

(847) 981-2023

Secondary

SU M T W TH F SA

Map Satellite



Provider

Procedure Data



Provider Procedure Data

Insights into Provider Service Lines, Procedures & Place of Service



Field	Example
Provider NPI	1316129661
Provider Name	George Schultz
Service Line	Orthopedics
Sub Service Line	Total Joint Procedures
Px Code Group	Knee Replacement
Place of Service	ASC (<i>Outpatient, Inpatient, Office & others included</i>)
Facility	Savannah Surgery Center



Provider Procedure Data

Insights into Provider Service Lines, Procedures & Place of Service



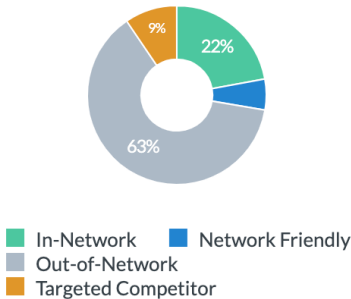
Use Cases

- Identify competitor procedure usage
- Understand market utilization
- Find providers & practices to recruit/acquire
- Identify underserved services lines & procedures

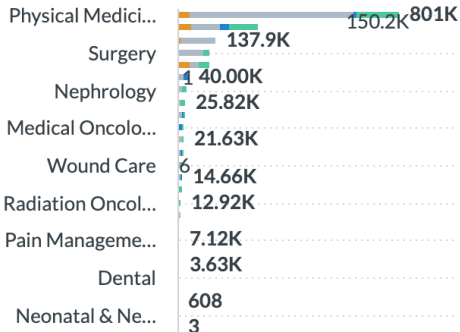


Market Procedures Analysis

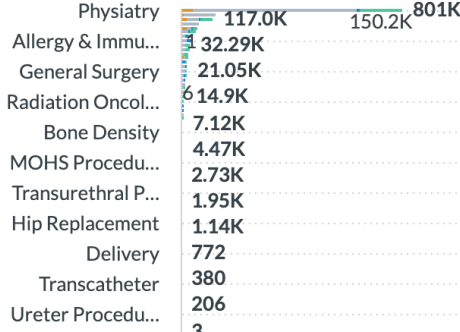
Network Status



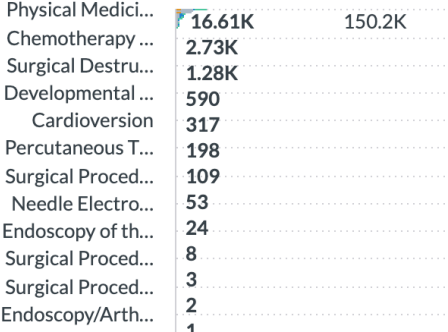
Service Line



Sub Service Line



Procedure Code Group



Top 25 Providers

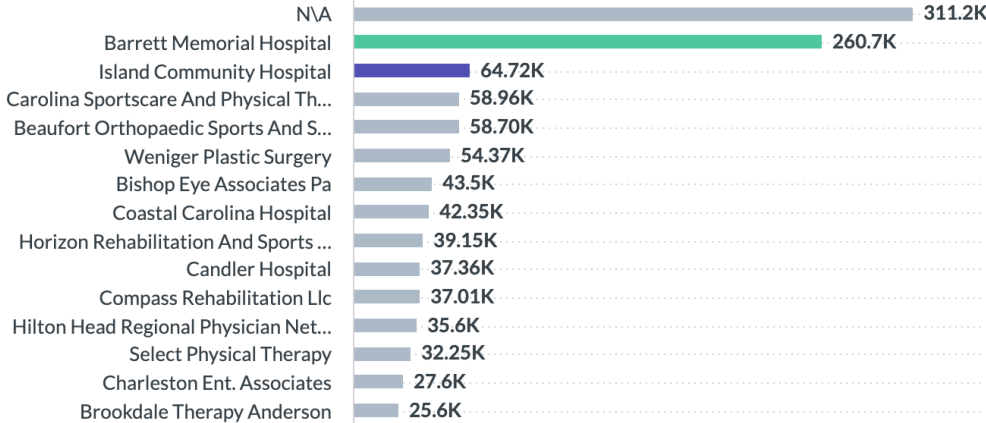
Id	Name	Specialty	Primary Affiliation	Network Status	Volum...
196198	Jayakumar, Robert K	Orthopaedics - Orthopaedic Surgery	Beaufort Orthopaedic Sports And Spine	In-Network	36,809
10770	Klepek, Michael	Orthopaedics - Orthopaedic Surgery	Beaufort Orthopaedic Sports And Spine	In-Network	30,126
77361	Tran, Dimtri Anne	Orthopaedics - Orthopaedic Surgery	Beaufort Orthopaedic Sports And Spine	Out-of-Network	28,489
156011	Williams, Blake Edward	Respiratory/Rehab - Orthopedic	Carolina Sportscare And Physical Therapy	Out-of-Network	24,968
181524	Cohn, Ruchira	Orthopaedics - Orthopaedic Surgery of the Spine	Spine Institute of the Carolinas	Targeted Competitor	24,816

1-15 of 25 Results

< 1 2 >

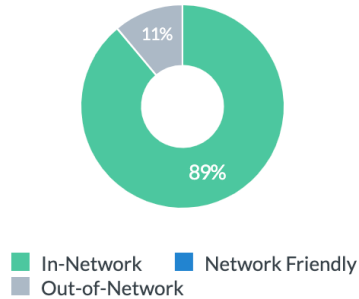
Rows per page 15

Top 15 Known Facilities

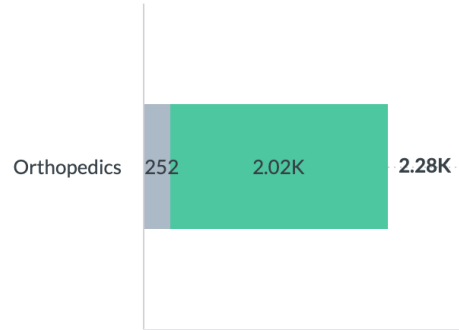


Market Procedures Analysis

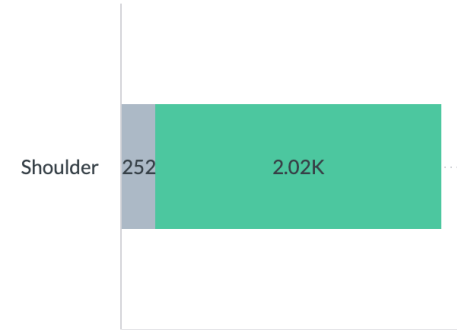
Network Status



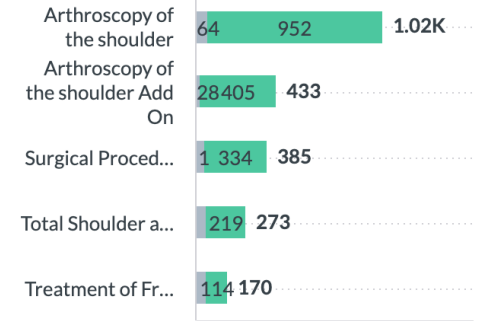
Service Line



Sub Service Line



Procedure Code Group ⓘ ⋮



Top 25 Providers

Id	Name	Specialty	Primary Affiliation	Network Status	Volum... ⌵
10770	Klepek, Michael	Orthopaedics - Orthopaedic Surgery	Beaufort Orthopaedic Sports And Spine	In-Network	1,078
196198	Jayakumar, Robert K	Orthopaedics - Orthopaedic Surgery	Beaufort Orthopaedic Sports And Spine	In-Network	731
72106	Hutcheson, Muhammad A	Orthopaedics - Orthopaedic Surgery	The Sport And Spine Institute	Out-of-Network	81
10	Dahl, Jackson Ryan	Orthopaedics - Orthopaedic Surgery	Low Country Bone And Joint	In-Network	76
376801	Mulieri, Philip Jude	Orthopaedics - Orthopaedic Surgery	Orthopedic Associates Of The Lowcountry Llc	Out-of-Network	69
359284	Dendy, Cecilia Reddy	Orthopaedics - Adult Reconstructive	Low Country Bone And Joint	In-Network	55

Top 15 Known Facilities

Barrett Memorial Hospital	1.58K
Outpatient Surgery Center Of Hilt...	450
Bluffton Okatie Outpatient Center	78
Island Community Hospital	42
Danbury Hospital	34
Beaufort Orthopaedic Sports And S...	26
Hilton Head Regional Physician Net...	24
Barrett Memorial Orthopaedic Spec...	23
N/A	12
Optim Therapy-derenne	3
Chatham County Medical Center	2
Dr. Nicholas E. Mihelic P.A.	2
Beaufort Memorial Surgical Speciali...	1
Bmh Inpatient Acute Rehab. Unit	1
Boise Veterans Affairs Medical Cent...	1

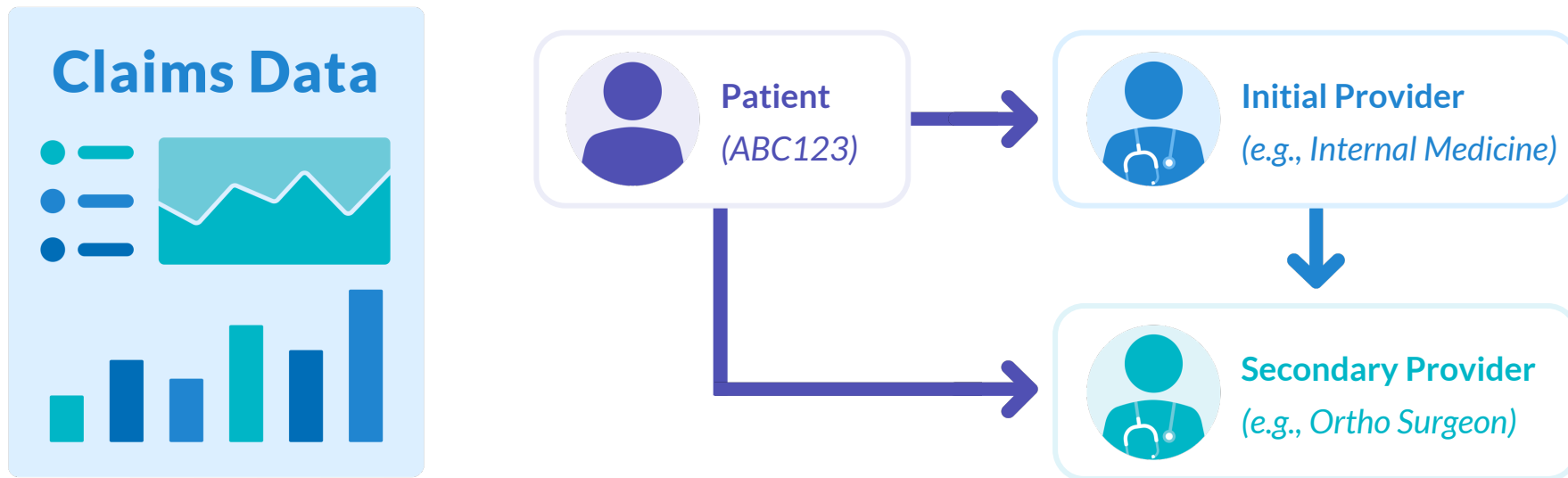


Provider Shared
Patient Data



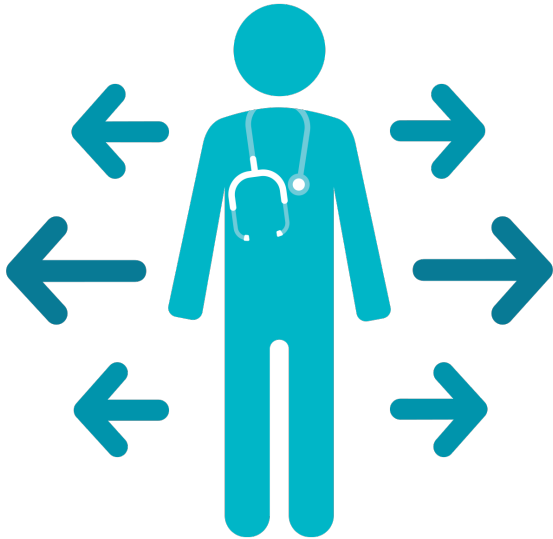
Provider Shared Patient Data

Insights into Provider Referral Patterns & Network Utilization



Provider Shared Patient Data

Insights into Provider Referral Patterns & Network Utilization



Use Cases

- Identifying employed provider referral leakage
- Analyze external provider splitters
- Understand competitor referral sources
- Target new referral sources
- Discover potential acquisition/recruitment opps
- Identify underserved service lines & market areas



Shared Patients by Market Integrity

Shared Patients
2.16M

Initial Providers
3,168

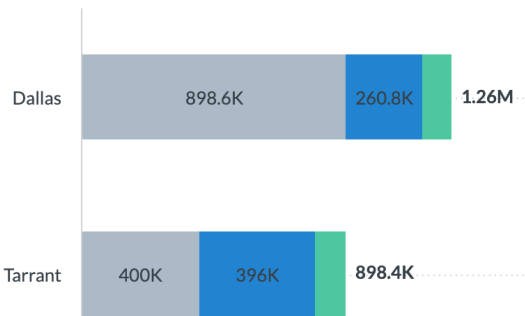
Generate Export

Secondary Providers
5,470

Generate Export

COUNTY | CITY | ZIP

Initial County Capture



Initial Provider List

Initial Name	Initial Specialty	Initial Primary Affiliation	Initial Network Status	Shared Patients
Powell, Charles Lee	Family Medicine - (Generalist)	Healthcare Associates Of Texas - Corporate	Network Friendly	12,183
Behnam, Soroush	Geriatric Medicine - (Generalist)	Thpg - Texas Health Post Acute Care - Tarrant County #19693	In-Network	10,482
Le, Quang Trong	Internal Medicine - (Generalist)	River Park Medical Clinic	Network Friendly	7,694

Secondary Provider List

Secondary Name	Secondary Specialty	Secondary Primary Affiliation	Secondary Network Status	Shared Patients
Nguyen, Hoang H.	Pediatrics - Pediatric Cardiology	Children's Medical Center - Dallas	Out-of-Network	8,966
Brockie, Robert Edwin	Cardiology - Interventional Cardiology	Thpg - Texas Health Heart And Vascular Specialists #18808 - Sunnyvale	In-Network	8,586
Scott, William A.	Pediatrics - Pediatric Cardiology	Children's Medical Center - Dallas	Out-of-Network	8,148



Shared Patients by Provider Integrity

Loyal
64

Previous: 74

Loyal Providers

Reliable
180

Previous: 161

Reliable Providers

Splitter
17

Previous: 13

Splitter Providers

Weak
9

Previous: 17

Weak Providers

Loyal - Current Integrity Score of 75% or Above

Reliable - Current Integrity Score between 50% and 75%

Splitter - Current Integrity Score between 25% and 50%

Weak - Current Integrity Score under 25%

Initial Provider	Initial Specialty	Initial Primary Affiliation	Initial Network Status	Shared Patien...	Current Integrity Score	Previous Integrity Score
Behnam, Soroush	Geriatric Medicine - (Generalist)	Thpg - Texas Health Post Acute Care - Tarrant County #19693	In-Network	11,485	78.1%	78.6%
Sij, Mark William	Internal Medicine - (Generalist)	Thpg - Texas Health Family Care #18448 - Kaufman	In-Network	9,429	72.4%	74.8%
Khan, Karishma	Internal Medicine - (Generalist)	Thpg - Texas Health Post Acute Care - Senior Medicine Associates #19696	In-Network	6,551	54.8%	57.2%
Ambalong, Maria Pharah Pagusara	Geriatric Medicine - (Generalist)	Thpg - Texas Health Post Acute Care - Tarrant County #19693	In-Network	6,313	84.4%	86.0%
Speaker, Jennifer Lynn	Family Medicine - (Generalist)	Thpg - Texas Health Family Care #18566 - Lake Worth	In-Network	5,724	72.2%	73.3%
Gonzalez, Pedro Daniel	Family Medicine - (Generalist)	Thpg - Texas Health Family Care #18666 - Azle	In-Network	5,450	74.9%	74.2%
Seger, William Michael	Family Medicine - (Generalist)	Thpg - Texas Health Family Care #18581 - Boat Club Rd.	In-Network	5,350	75.8%	75.6%
Hoffman, John Gregory	Family Medicine - (Generalist)	Thpg - Texas Health Family Care #18573 - Burleson	In-Network	5,312	65.5%	65.2%
Kim, Anthony Sangyoon	Family Medicine - (Generalist)	Thpg - Texas Health Family Care #18581 - Boat Club Rd.	In-Network	5,226	76.3%	76.5%
Hanna, Sherif Yacoub	Internal Medicine - (Generalist)	Thpg - Texas Health Internal Medicine #18296 - Pob 2 Bedford	In-Network	5,167	72.7%	73.0%



Shared Patients by Service Line

Shared Patients
39,968

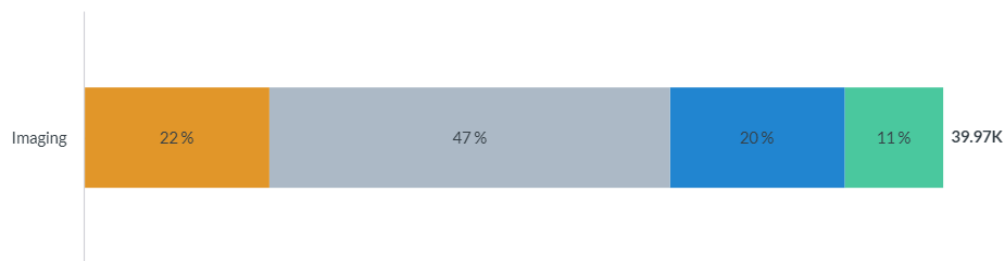
Initial Providers
88

Generate Export: Outbound

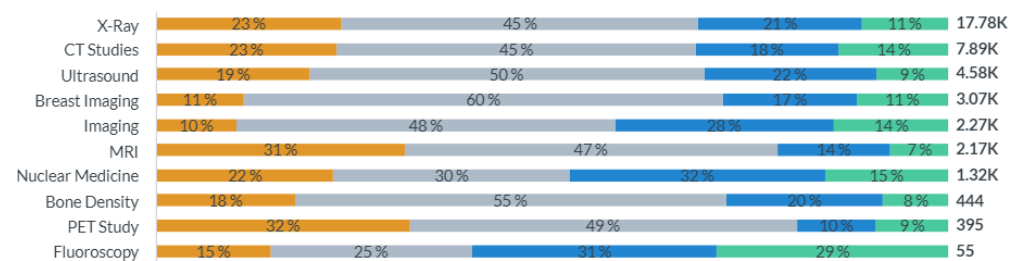
Secondary Providers
931

Generate Export: Inbound

Service Line



Sub Service Line



Top 25 Initial Providers

Initial Id	Initial Provider...	Initial Specialty	Initial Primary Affiliation	Initial Network Status	Shared Patients	Previous Shared Patients
112398	Collins, James Patterson	Internal Medicine - (Generalist)	Chatham Hospitalists, Llc	Network Friendly	2,751	2,724
60890	Rolef, Kenneth Alan	Internal Medicine - (Generalist)	Chatham Hospitalists, Llc	Network Friendly	2,370	2,434
90474	Decker, Kathleen	Internal Medicine - (Generalist)	Chatham Hospitalists, Llc	Network Friendly	2,241	2,122

Top 25 Secondary Providers

Secondary Id	Secondary Provider	Secondary Specialty	Secondary Primary Affiliation	Secondary Network Status	Shared Patients	Previous Shared Patients
376682	Jackson, William Andrew	Radiology - Body Imaging	Barrett Memorial Hospital	Out-of-Network	259	
376650	Blalock, Clyde Phillip	Radiology - Body Imaging	Barrett Memorial Hospital	Out-of-Network	305	
375969	Dunlap, Robert Hunt	Radiology - Body Imaging	Johns Hopkins Outpatient Center Radiology	Out-of-Network	868	
375791	Patel, Dil Devendra	Radiology - Body Imaging	St Johns Community Health System	Out-of-Network	1,000	



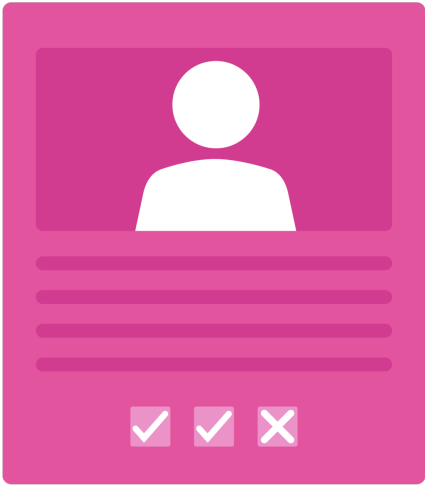
Provider

Patient Data



Provider Patient Data

Details on Payer Mix, Age Groupings & Other Patient Demographics

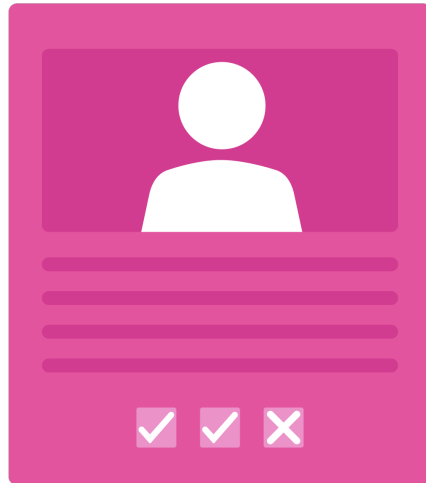


Field	Example
Provider NPI	1316129661
Provider Name	George Schultz
Payer Type	Commercial
Payer Plan	United Healthcare
Age Group	36-50
Gender	Male
Rx Zip	77050



Provider Patient Data

Details on Payer Mix, Age Groupings & Other Patient Demographics



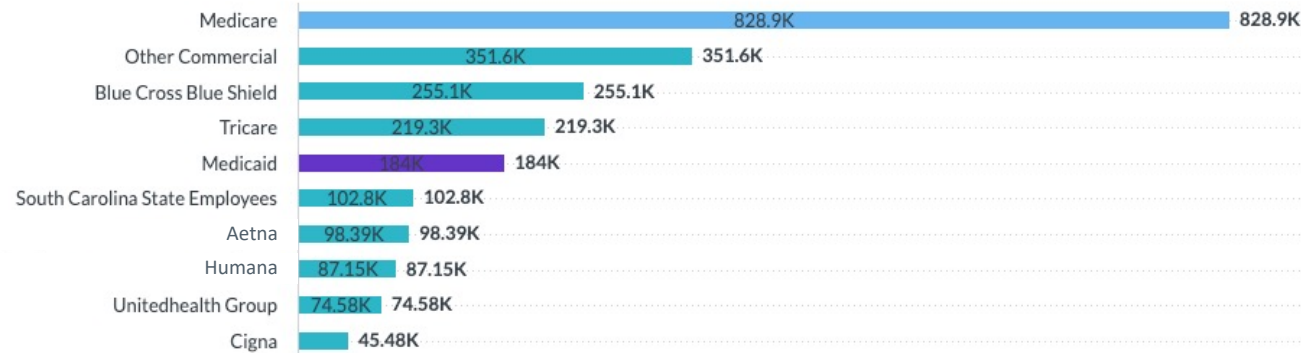
Use Cases

- Identify provider payer plans if competitor underserves
- Target age groups for service service lines
- Target genders for men/women's health campaigns
- Understand patient migration for service lines or competitors
- Identify new geographic areas to market to

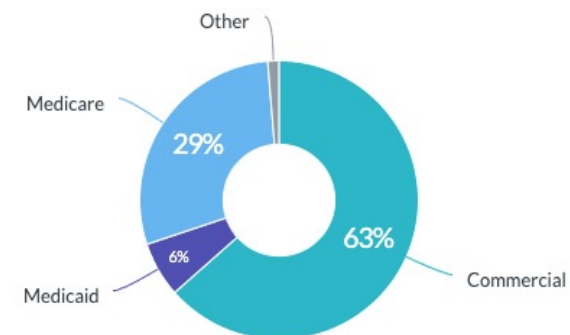


Payer Dashboard

Payer



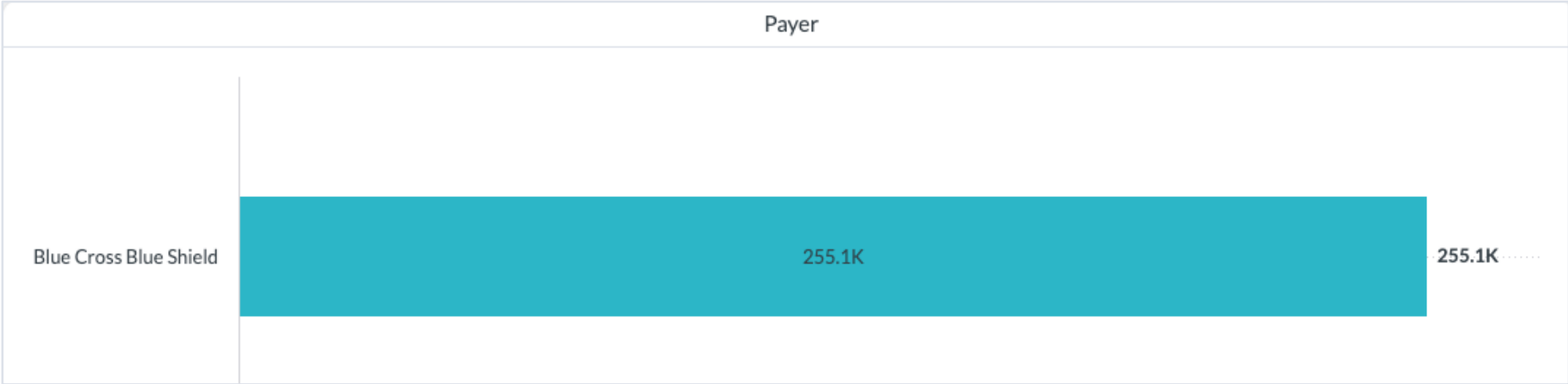
Payer Type



Id	Provider	Specialty	Primary Affiliation	Network Status	Volume				
					Commercial	Medicaid	Medicare	Other	Grand Total
98974	Nayak, Bernard	Internal Medicine - (Generalist)	Palmetto Healthcare	Out-of-Network	30,851	2,347	3,937	795	37,930
206837	Elkadi, John Scott	Internal Medicine - (Generalist)	Island Community Hospital	Targeted Competitor	12,935	366	6,826	304	20,431
92556	Friend, Susan	Internal Medicine - (Generalist)	Memorial Health University Physicians Chatham Medical Associates	Out-of-Network	7,338	834	5,331	205	13,708
26215	Josephs, George Steven	Cardiology - Interventional Cardiology	Cardiology Associates Of Savannah	Network Friendly	6,485	301	4,406	44	11,236
154466	Song, Christian A	Family Medicine - (Generalist)	Roper Saint Francis Express Care	Out-of-Network	8,708	776	1,419	110	11,013



Payer Dashboard

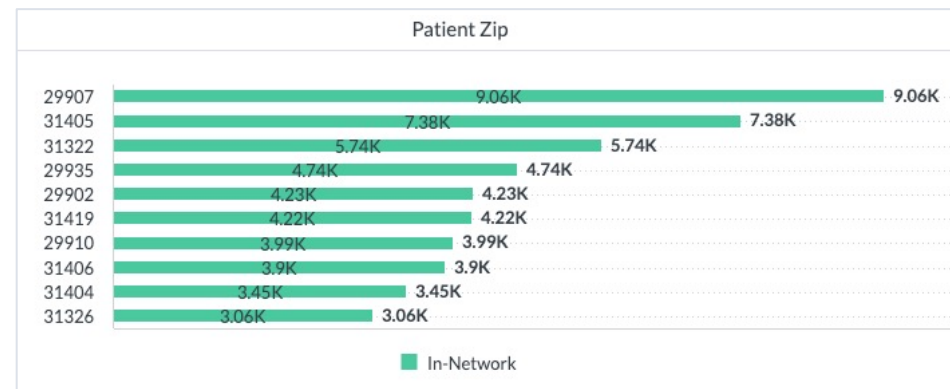
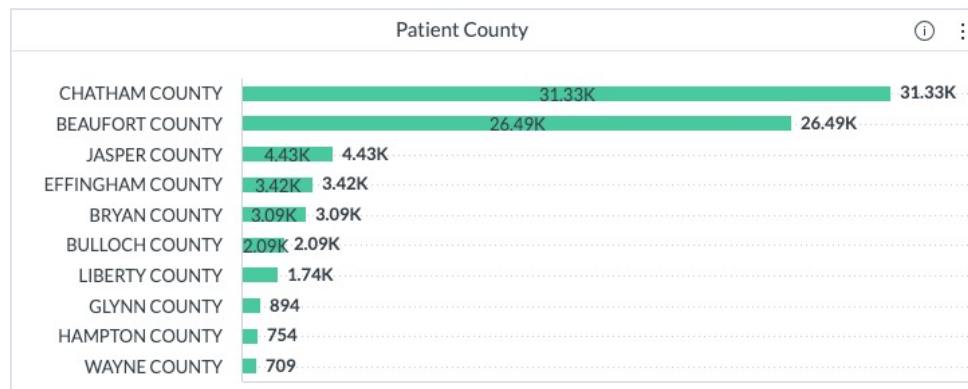


VOLUME | PERCENT OF VOLUME

Provider List						
Id	Provider	Specialty	Primary Affiliation	Network Status	Volume	
					Commercial	Grand Total ⌵
206837	Elkadi, John Scott	Internal Medicine - (Generalist)	Island Community Hospital	Targeted Competitor	1,930	1,930
154466	Song, Christian A	Family Medicine - (Generalist)	Roper Saint Francis Express Care	Out-of-Network	1,796	1,796
376837	Neilsen, Edward Allen	Family Medicine - (Generalist)	Grand Strand Regional Medical Center	Out-of-Network	1,293	1,293
6641	Sundlass, Verne Liberty	Family Medicine - (Generalist)	Roper Saint Francis Express Care	Out-of-Network	1,198	1,198
37777	Collins, Mitchell D	Family Medicine - (Generalist)	Roper Saint Francis Physician Partners Primary Care	Out-of-Network	1,162	1,162



Patient Origin Dashboard



Patient Migration by Rx County

Patient County	Percent In Area	In Area Patient Count	Estimated Patient Count
CHATHAM COUNTY	100.0%	31,334	31,334
BEAUFORT COUNTY	100.0%	26,493	26,493
JASPER COUNTY	100.0%	4,431	4,431
EFFINGHAM COUNTY	100.0%	3,420	3,420
BRYAN COUNTY	100.0%	3,093	3,093
BULLOCH COUNTY	100.0%	2,094	2,094
LIBERTY COUNTY	100.0%	1,737	1,737

Patient Migration by Rx Zip

Patient Zip	Percent In Area	In Area Patient Count	Estimated Patient Count
29907	100.0%	9,061	9,061
31405	100.0%	7,376	7,376
31322	100.0%	5,744	5,744
29935	100.0%	4,741	4,741
29902	100.0%	4,225	4,225
31419	100.0%	4,219	4,219
29910	100.0%	3,988	3,988
31406	100.0%	3,901	3,901



Provider Patient Mix Dashboards

Provider Patient Analysis

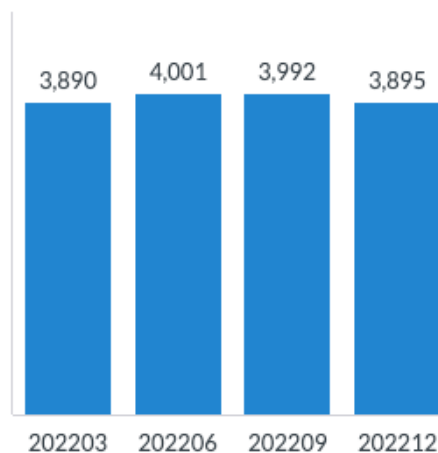
[PDF](#)

Name
Babcock, George M

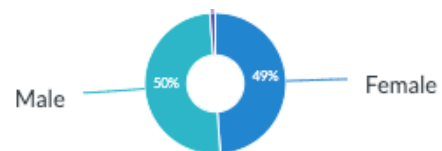
Specialty
Cardiology - Interventional Cardiology

Primary Affiliation
Cardiology Associates Of Savannah

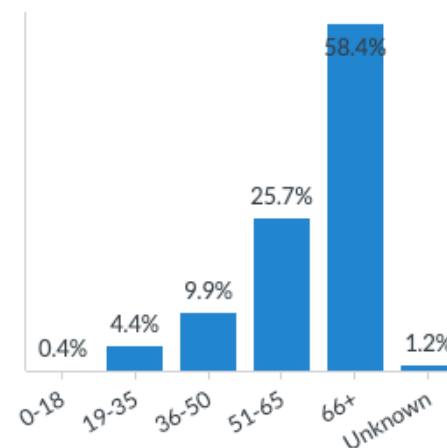
Moving Annual Total (MAT) of Unique ...



Gender



Age



Payer Mix



Provider

Diagnosis Data



Provider Diagnosis Data

Estimated Release of October 2023



Field	Example
Provider NPI	1316129661
Provider Name	Amy Williams
Dx Service Line	Oncology
Sub Service Line	Breast Cancer
Referring NPI	1513498301
Referring Name	Jamie Hilton



Client Success Team for
Claims Data



Client Success Team for Claims Data

Strategic Partners for Clients to Adopt & Demonstrate ROI



Benefits of Client Success Executives

- All Marketware Client Success Executives (CSEs) have healthcare experience as liaisons or in strategy
- CSEs can guide clients to right data assets for certain projects and meet with clients bi-weekly
- CSEs can provide clients with examples of how other clients have solved specific data requests



Questions?



Thank You

marketware.com

