



LAUNCH PATHWAY

MARKET DATA VISUALIZATION



With Launch Pathway, You Can:

- ▶ Create dynamic visualizations
- ▶ Get integrated mapping
- ▶ Filter data quickly
- ▶ Drill into competitor landscapes
- ▶ Easily present and download visual intelligence
- ▶ Plan in real time
- ▶ Utilize demographics

GET REAL-TIME VISUALIZATIONS OF DEMOGRAPHIC AND MARKET DATA

Access straightforward market overviews, uncover growth opportunities, and build a presentation-ready deck within minutes



Clearly see where volume is increasing or decreasing, your service area's demographic makeup, and what service lines are being utilized



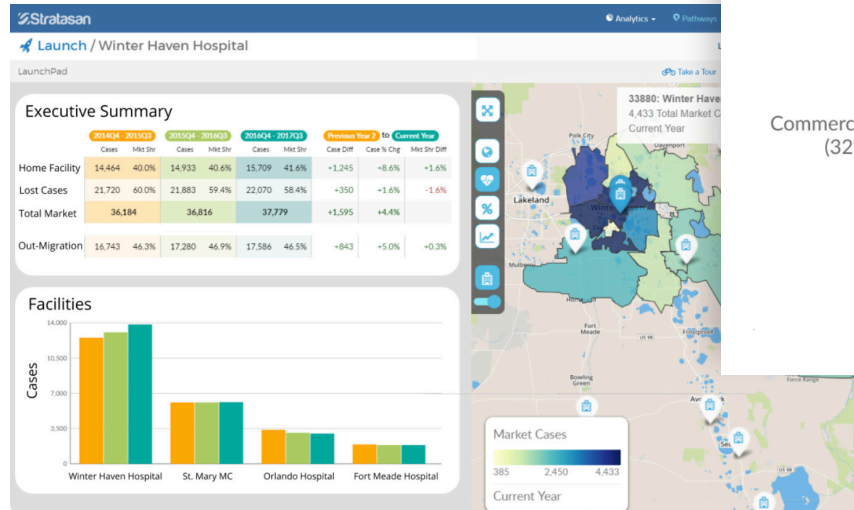
Stay up to date on your latest market picture with automated quarterly updates

ATTAIN ALIGNMENT ON GROWTH OPPORTUNITIES

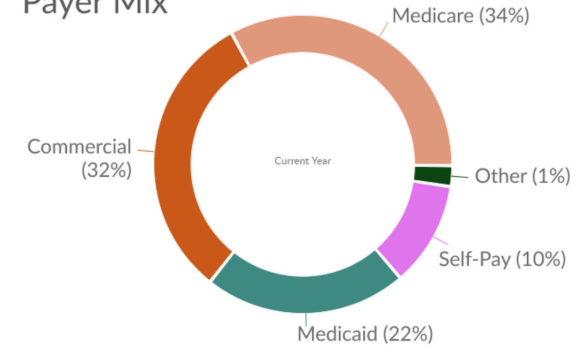
Benefit from the efficiencies that come with consistent, centralized reporting



Facilitate strategic discussions in which all team members are working from the same data, service area, time frame, and product lines



Payer Mix





PHYSICIAN LOYALTY

PHYSICIAN CASE VOLUME SOFTWARE

With Physician Loyalty, You Can:

- ▶ Update physician loyalty and splitter visualizations
- ▶ Assess provider-hospital relationships
- ▶ Utilize state claims data
- ▶ Filter by product line and payer
- ▶ View quarterly trends
- ▶ See attending and operating physicians
- ▶ Export to CSV or PNG

UNDERSTAND PHYSICIAN SERVICE LINE AND HOSPITAL PATTERNS

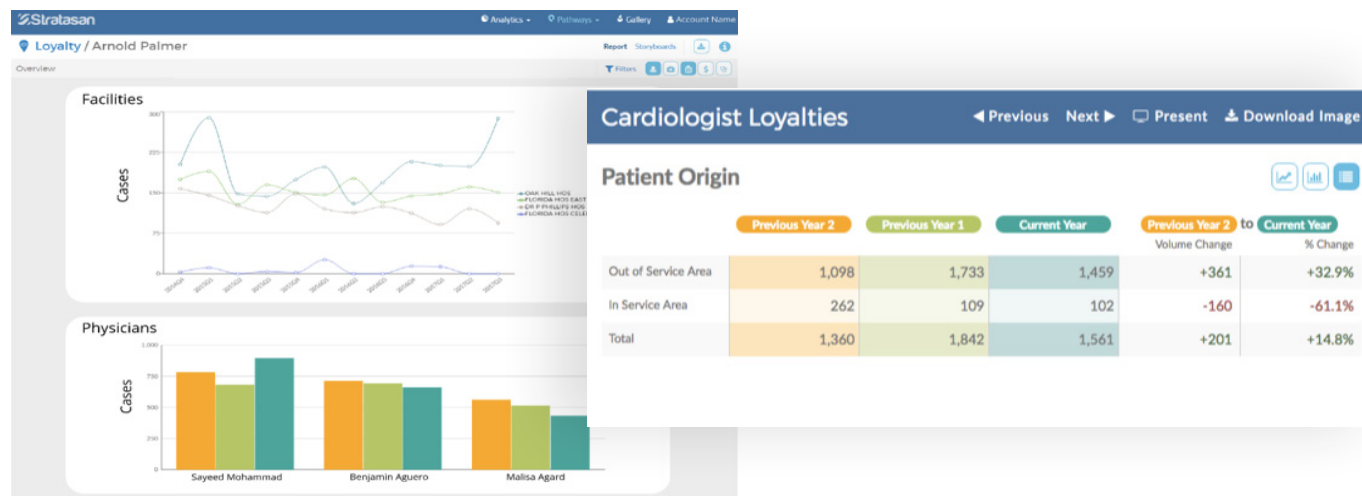
Answer questions like:
 “How do physicians operate in my market?”
 and “Where are physicians practicing?”

Uncover crucial, trended metrics on physician volumes and gain the insights needed to identify opportunities and track growth

VISUALIZE PHYSICIAN INTELLIGENCE AND GET AUTOMATED UPDATES

Quickly and easily share insights with your team using highly visual, trended graphs

Access the most up-to-date intelligence and enjoy automatic updates with each data refresh



PRECISE AND RELIABLE PHYSICIAN INSIGHTS YOU CAN TRUST

By using only one dataset, Physician Loyalty allows you to slice market data any way you want. With no concern of duplicate case counting, planners and liaisons can depend on reliable and objective market data, free of assumptions or algorithms that would cloud your findings.