

# 5 Reasons You Should Be a THA Compass Member



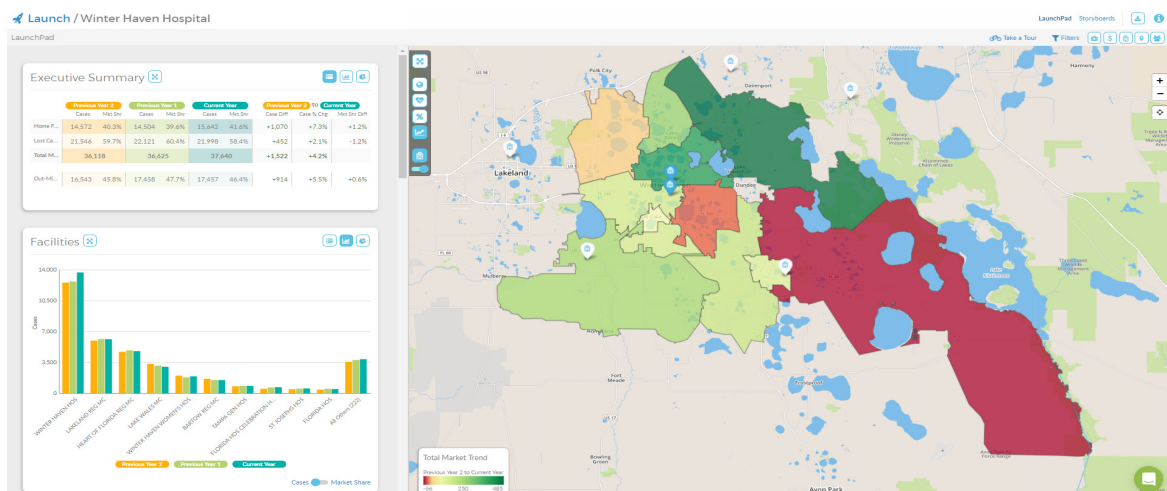
## 1. Data capture and analysis: Rest easy knowing your data submission is accurate and complete.

As a THA Compass Member, you gain a new level of confidence in your data accuracy. Multiple entities work together with your hospital to acquire, update, and error check your claims data. This ensures accuracy in your reporting and provides more opportunity for you to focus on the important job of making informed growth decisions.

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## 2. Gain access to game-changing data visualization tools.



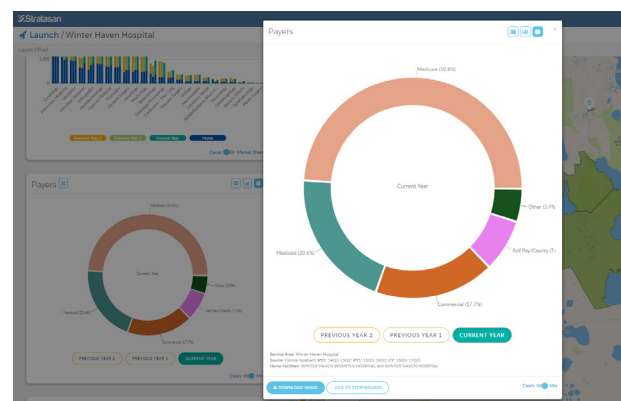
Using Stratasan's Launch Pathway and Physician Loyalty, Compass Members can visualize healthcare physician and market data and completely change the way they make strategic growth decisions. Take snapshots of market share, service lines, payor mix, and maps of your facility and add them to presentation-ready decks within minutes, all within the application.

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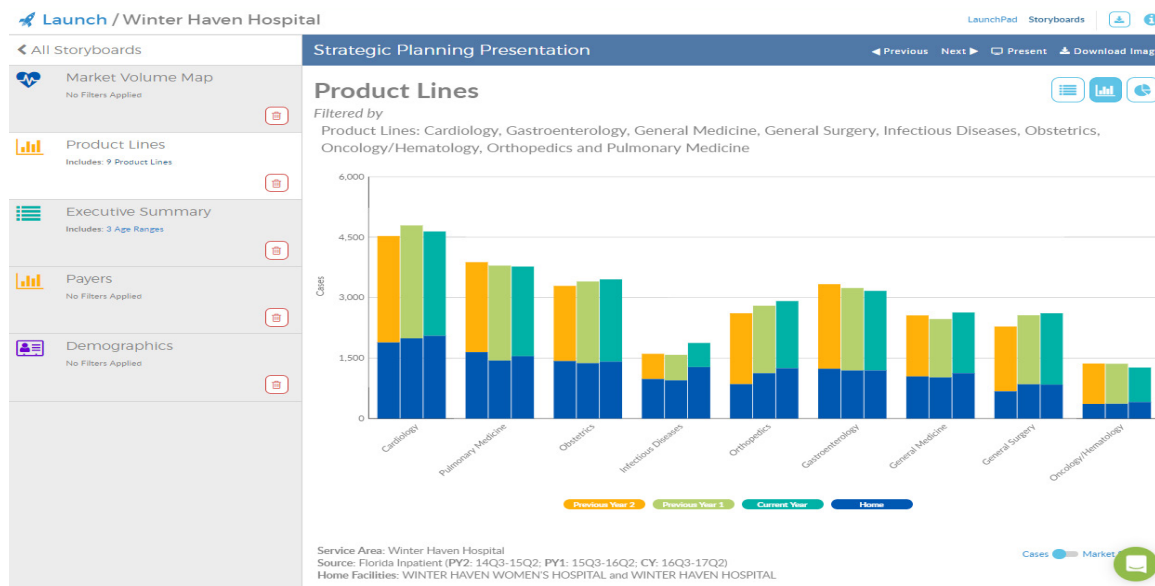
## 3. Create growth plans based on a 360-degree view of your market and stay two steps ahead of your competition.

Apply data-based research and industry insights to marketing and growth plans. Equip your team with physician intelligence, market trends, demographics, product lines, out-migration, and payor mix.





## 4. Build and present board-level presentations—use them to facilitate conversations with your team about your market.

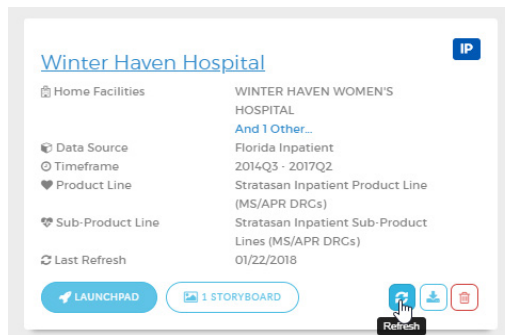


Armed with ammunition to explain what’s happening in your market, you can validate your assumptions and identify a plan of attack. These tools give leaders the ability to visualize and explain physician and market trends in simple terms. This, in turn, leads to better growth decisions based on a universal understanding of the intelligence.



## 5. Get updated intelligence every time new data is available without lifting a finger.

Once you’ve built a presentation or market assessment, the data within your software will automatically update once new data is live, making manual updates a thing of the past.



**“We use Compass to determine what services are leaving our community for treatment. It’s both a strategic tool for the community needs as well as a strategic tool for our own business development strategy. It’s an excellent program”**

**— Susan Turley, President  
 Doctor’s Health Renaissance, Edinburg**

Reach out to THA’s Center for Technology Innovation at [compasssupport@tha.org](mailto:compasssupport@tha.org) to learn more.