Physician Network Intelligence

HSG

DRIVING CHANGE IN PHYSICIAN REFERRAL CAPTURE

Physician Network Intelligence is a comprehensive referral management platform focused on helping hospitals and health systems **maximize revenue through increased referral capture and strategic growth.**

While other referral platforms burden hospitals with data analysis, HSG partners with its clients to provide a **comprehensive ongoing review of referral patterns and relationships**, and build a strategy for leveraging the available opportunities in the market.
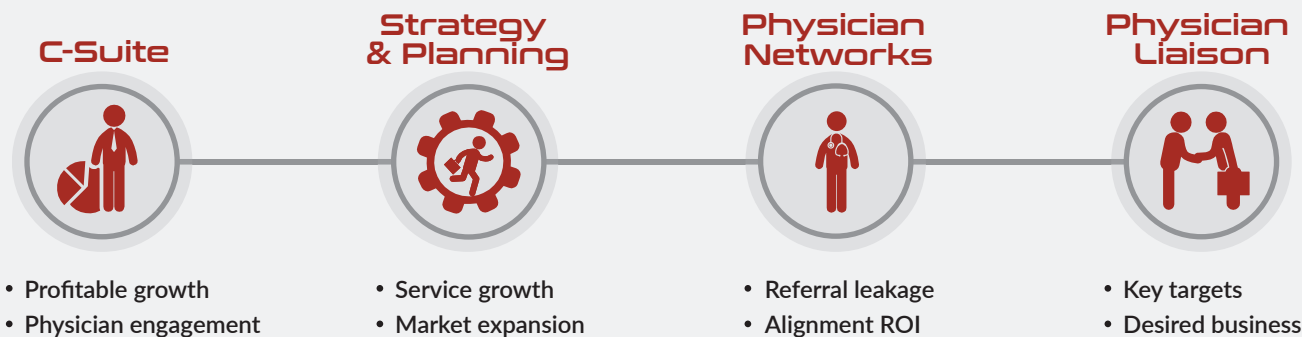
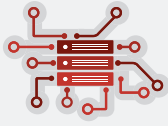**Physician Network Intelligence** delivers:

- Increased Capture of Referral Volume
- Improved Integrity of Your Referral Network
- Enhanced Strategic Decision-Making
- Maximized Return-on-Investment on Physician Alignment

YOUR PARTNER IN REFERRAL MEASUREMENT AND MANAGEMENT

HSG directly supports clients by utilizing Physician Network Intelligence to analyze referral data and empower executive teams to address complex physician alignment issues

C-Suite
- Profitable growth
- Physician engagement

Strategy & Planning
- Service growth
- Market expansion

Physician Networks
- Referral leakage
- Alignment ROI

Physician Liaison
- Key targets
- Desired business

ABOUT OUR DATA

LARGEST DATA SET
We add nearly 200 million claims per month; spanning 1,500+ commercial payers, as well as all of Medicare, Medicaid and Governmental payers.

MOST CURRENT
Our commercial claims data is updated every 30 days. Medicare is updated as soon as its available from CMS.

MOST COMPLETE
Our clients get comprehensive referral data for entire regions, not small service areas; resulting in a complete view of competitive dynamics.

WORKING WITH HSG

HSG partners with your executive team on an on-going basis. Quarterly reports will be delivered and reviewed during onsite meetings to prioritize alignment opportunities, identify shifts in provider loyalty, and proactively manage provider referrals to maximize revenue capture.
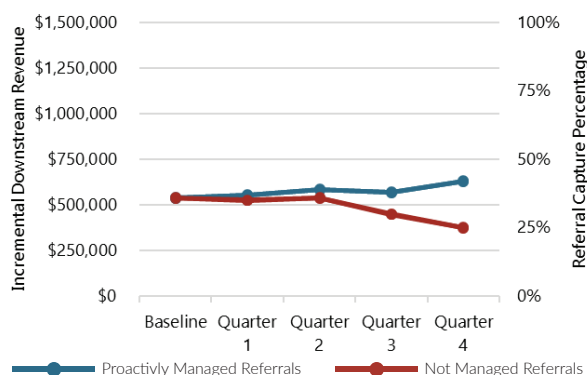
WHAT HAPPENS WHEN HOSPITALS DON'T MEASURE REFERRAL PATTERNS?

Many hospitals think they know whether their providers are keeping referrals in their network. However, if they are not measuring this data, they cannot measure the value of what they are not getting, and more importantly they do not know when provider referral patterns shift.

Family Medicine Physician

Referral Management Impact

Legend: Proactivly Managed Referrals — Not Managed Referrals

Physician Network Intelligence enables hospitals to both measure and manage provider referral patterns, resulting in a positive net financial impact to the organization.

OUR REPORTS:

Executive Intelligence
Top 10 Opportunities
Major Referral Pattern Shifts
Notable Competitor Activity

Dashboards
Hospital Overall

Hospital By Core Service Lines/Specialties

Employed Network Overall

Employed Network By Core Service Lines/Specialties

Capture Rate by Physician

Custom Reports
Reports Specific to Your Needs

Physician Network Intelligence

Physician Network Intelligence focuses on visual data, not spreadsheets.

In working with HSG on Physician Network Intelligence, our clients should expect to be able to:
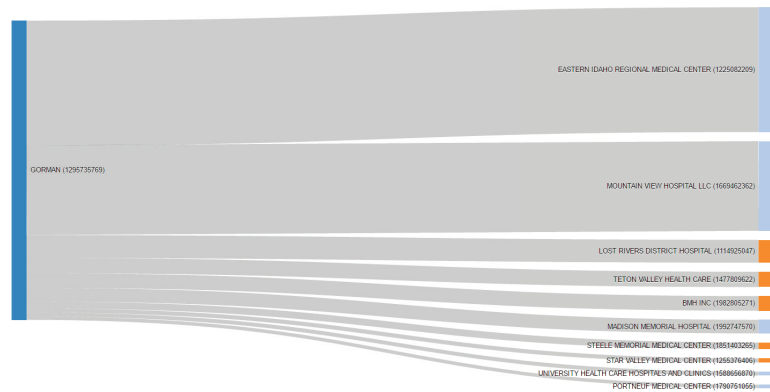
Access Individual Physician Referral Patterns In Seconds.
Managing referral behavior requires the ability to measure it. With a couple mouse clicks, Physician Network Intelligence generates easy-to-interpret reports about physician referral patterns and acute care facility loyalty.

Immediately Understand Physician Referral Networks.
Referral relationships between primary care and specialty care providers impact hospital market share. Physician Network Intelligence visually displays these relationships and provides the data to help guide your organization's strategy for improving referral capture.

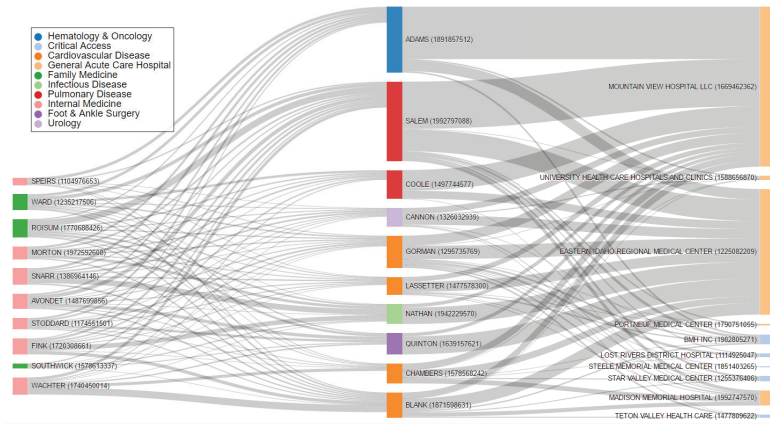**Prioritize Management Actions to Increase Physician Market Share.**
Physician Network Intelligence's easy-to-access data along with quarterly dashboard reports provide the strategic insights for healthcare executives to measure, prioritize and manage referral behaviors.
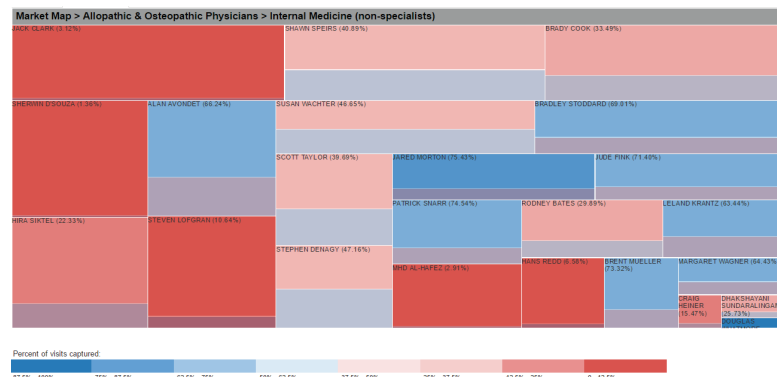
SAMPLE REPORT TYPES

PHYSICIAN GENERAL FLOW
Our physician general flow shows what proportion of the physician's referrals are ending up at your acute care facility(ies) and where else that physician's volume is going.

SPECIALTY REFERRAL FLOW
Our specialty referral flow report shows referral linkages between primary care, specialty care, and acute care facilities.

MARKET MAP
Our market map report comprehensively identifies all of the physicians in a specialty and shows your organization's market share of their referrals along with the overall size of their practice.

WHAT OUR CLIENTS ARE SAYING

" We were able to **instantly get our arms around** what was leaving our primary care network.

" We do a good job of talking to our providers, but now we know **what to talk to them about.**

HSG brought our executive team the insights we needed, rather than burying us in data. **This allowed us to take action,** rather than pouring over reports ourselves or having our analyst staff take this on. "

For your your hospital's or health system's custom demonstration, visit **HSGadvisors.com/physician-network-intelligence** or call **502.814.1180.**

ABOUT HSG

HSG builds high performing physician networks so health systems can address complex changes with confidence.

From boosting market power and financial strength to preparing for value-based care, we can help you define and implement your strategy, as well as manage your physician network short or long-term. We guarantee results and deliver the greatest value as a trusted member of your team.

Physician Strategy

Physician Network Optimization

Accountable Care

HSG