



Trella

HEALTH

SMARTER GROWTH.
HEALTHIER OUTCOMES.



HME Infusion Targeting Strategies

Identifying Top Physicians In Your Market

The screenshot shows the Trella Health interface for HME/Infusion. The top navigation bar includes the Trella Health logo, the text 'HME/Infusion | Explore', a search bar with the placeholder 'Search Name, NPI, or Alias', a dropdown menu set to 'All', and a 'Print' button. Below the navigation bar, there are two tabs: 'Physicians' (selected) and 'Organizations'. The main filter area includes 'Filter By' with buttons for 'Bucket', 'Location (1)', 'Specialty', 'Range Filters', 'More Filters', and 'Clear Filters'. The 'Range Filters' dropdown is expanded, showing two sliders: 'ORDER RANK' and 'DIAGNOSIS RANK'. Both sliders have a value of '5' entered in a text box and a range from 0 to 100. The 'Location (1)' and 'Range Filters' buttons are highlighted with green boxes in the original image. Below the filters, there is a search bar with the placeholder 'Search Name, NPI, or Alias', a 'Favorites' toggle, and a 'Targets' toggle.

- Filter by Location
- Filter by Range Filters Order Rank– 5, Diagnosis Rank– 5

This will filter out the highest target – identifying the top physicians in your market. These physicians have the highest patient volume associated with this bucket and are running a high volume of orders in your location.

Hidden Pockets of Opportunity

The screenshot shows the Trella Health 'HME/Infusion | Explore' interface. The top navigation bar includes the Trella Health logo, the page title 'HME/Infusion | Explore', a search bar for 'Search Name, NPI, or Alias', a dropdown menu set to 'All', and a 'Print' button. Below the navigation bar, there are tabs for 'Physicians' and 'Organizations'. A 'Filter By' section contains buttons for 'Bucket', 'Location (1)', 'Specialty', 'Range Filters', 'More Filters', and 'Clear Filters'. The 'Range Filters' button is highlighted with a green box. Below the filter buttons, there is a search bar for 'Search Name, NPI, or Alias', an 'Advanced Search' link, and two toggle switches for 'Favorites' and 'Targets'. On the right side of the interface, there are two range filter sliders. The 'ORDER RANK' slider has a minimum value of 1 and a maximum value of 5, both highlighted with green boxes. The 'DIAGNOSIS RANK' slider has a minimum value of 5 and a maximum value of 100, also highlighted with green boxes.

Identifying Physicians who are seeing a high volume of patients that are normally associated with the order however they are not writing orders for those services

Filter By Range Filters – Order Rank minimum 1 maximum 5 and Diagnosis Rank minimum of 5

Identifying your Book of Business

The screenshot shows the Trella Health 'Explore' interface. At the top left is the Trella Health logo. The main header area includes the text 'HME/Infusion | Explore', a search bar with the placeholder 'Search Name, NPI, or Alias', and a dropdown menu set to 'All'. Below the header, there are navigation tabs for 'Physicians' and 'Organizations', with 'Organizations' selected. A 'Filter By' section contains buttons for 'Bucket', 'Location', 'Organization Type', 'Range Filters', 'More Filters', and 'Clear Filters'. A 'Select Saved Views' button is also present. A search bar contains the text 'infectious disease services of Georgia' with a green arrow pointing to it from the word 'Search'. Below the search bar are buttons for 'Clear Sort', 'Reset to Default Order', and several icons. Underneath is an 'Advanced Search' section with toggle switches for 'Favorites', 'Targets', and 'My Agency'. The main content area is a table with the following columns: Organization Name, County, ZIP, City, State, Organization Rank, and Organization Type. Two identical rows are shown, both for 'INFECTIONIOUS DISEASE SERVICES OF GEORGIA PC' located in 'FULTON' with ZIP '30076', 'ROSWELL', 'GA', and an 'Organization Rank' of '10' and 'Physician Group' type.

Organization Name	County	ZIP	City	State	Organization Rank	Organization Type
INFECTIONIOUS DISEASE SERVICES OF GEORGIA PC	FULTON	30076	ROSWELL	GA	10	Physician Group
INFECTIONIOUS DISEASE SERVICES OF GEORGIA PC	FULTON	30076	ROSWELL	GA	10	Physician Group

Filter your book of business by top referral and organization contribution rank

- Search for your organization
- Once you select your organization, you will be navigated to the analyze page.

Identifying your Book of Business

HME/Infusion | Analyze

Search Name, NPI, or Alias

All

Print Teresa

INFECTIOUS DISEASE SERVICES OF GEORGIA
PC
☆☆☆☆
NPI 1831236728

LOCATION
Roswell, GA
FULTON County

SPECIALTY
Internal Medicine

ASSIGNED USER(S) +
None

Chart View

Patient Population

Referral Share

Orders Share by Physician

Bucket(s) Clear Sort

Clear Filters

Physician Name	NPI	County	ZIP	City	Bucket Name	% of Orders to this Physician	Physician Contribution Rank
DAS, TITU, DR.	1831188085	FULTON	30076	ROSWELL	Gastro_118CA	>75%	10
DAS, TITU, DR.	1831188085	FULTON	30076	ROSWELL	Gastroenterology_Custom	>75%	10
ALAM, RABIUL	1841266996	FULTON	30076	ROSWELL	Asthma_Update	>75%	10
ALAM, RABIUL	1841266996	FULTON	30076	ROSWELL	Custom Rheumatology	>75%	10
ALAM, RABIUL	1841266996	FULTON	30076	ROSWELL	IG_Expanded	>75%	10
DAS, TITU, DR.	1831188085	FULTON	30076	ROSWELL	VC_Remicade	>75%	10

- Click on Referral Share Tab
- Click on Physician Contribution Rank – sort highest to lowest

This will identify your top 20 providers. Verify they are greater than 75% – if not they are already referring to therefore you have the opportunity to increase referral and market share by advancing those relationships.

You can recreate the steps for competition to see market share and who are their referring partners.