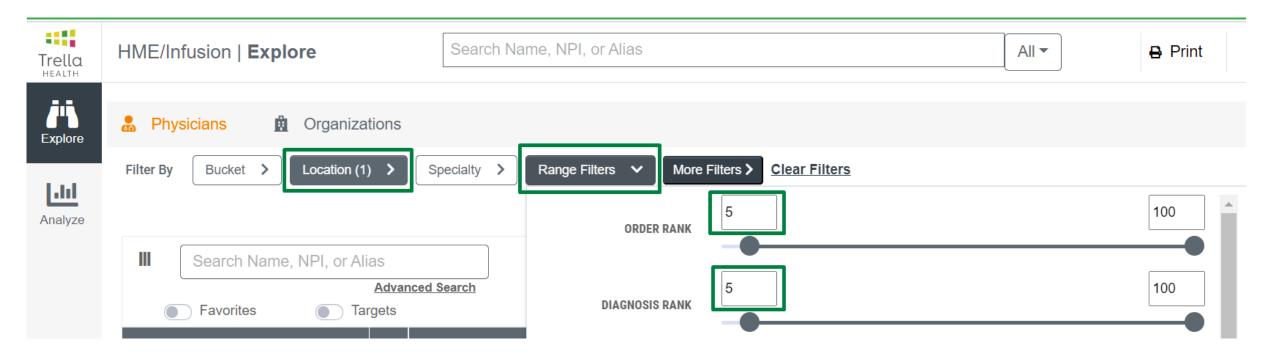


SMARTER GROWTH.
HEALTHIER OUTCOMES.



HME Infusion Targeting Strategies

Identifying Top Physicians In Your Market

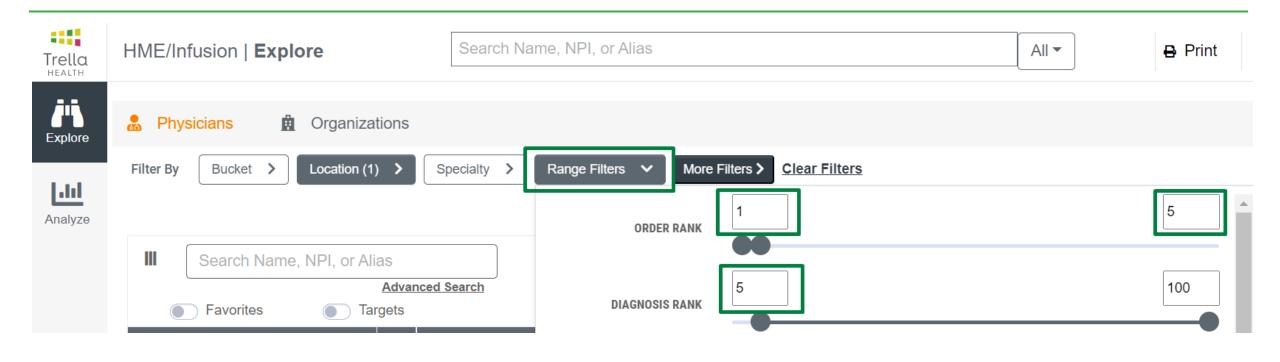


- Filter by Location
- Filter by Range Filters Order Rank– 5, Diagnosis Rank– 5 This will filter out the highest target – identifying the top physicians in your market. These physicians have the highest patient volume associated with this bucket and are running a high volume of orders in your location.





Hidden Pockets of Opportunity



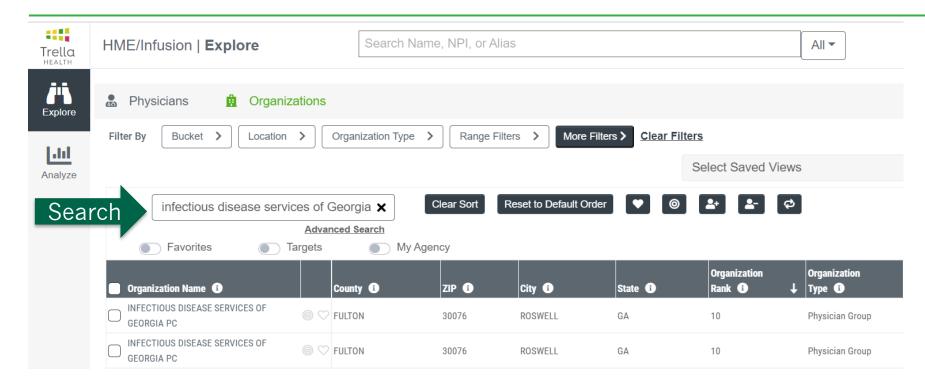
Identifying Physicians who are seeing a high volume of patients that are normally associated with the order however they are not writing orders for those services

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





Identifying your Book of Business



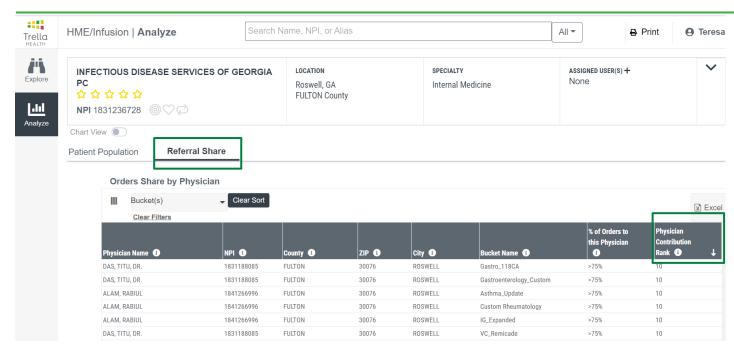
Filter your book of business by top referral and organization contribution rank

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





Identifying your Book of Business



- 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.



