

SMARTER GROWTH.
HEALTHIER OUTCOMES.



# HME Infusion Overview



#### **About Trella Health**

#### MARKET LEADER



9 of the top 10 largest home health providers



10 of the top 10 largest hospice providers



**5** of the top **10** skilled nursing facility organizations

10,000+ users across 700+ customers, representing more than 1 million Medicare lives

#### PROPRIETARY DATA



100% Part A, B & C claims from CMS



Medicare Advantage & Commercial Claims



Data updated quarterly and published prior to other data sources

Trella Health's collective data set covers 90% of all lives 65+ in the U.S.

#### PERFORMANCE EXECUTION



Real-time visibility into sales productivity and ROI



Historical and current referral trends, reporting, and dashboards



EHR integration tracks referral stages, attribution, and success measurements

Achieve smarter growth and healthier outcomes with data-driven solutions.





#### The Value We Deliver



**We help you** achieve your business goals, and your teams achieve their individual goals.



We help you increase conversion rates for referral admissions and improve business outcomes.



We help you control your sales narrative with a competitive edge and strategically plan.



## Trella Health empowers meaningful change in healthcare through performance visibility, resulting in better outcomes and lower costs



Access innovative and market-wide performance metrics



Benchmark your performance to reflect the quality and cost outcomes you provide



Show referral sources how you can address their unique needs to further strengthen relationships



Better utilize your time by engaging with the right accounts





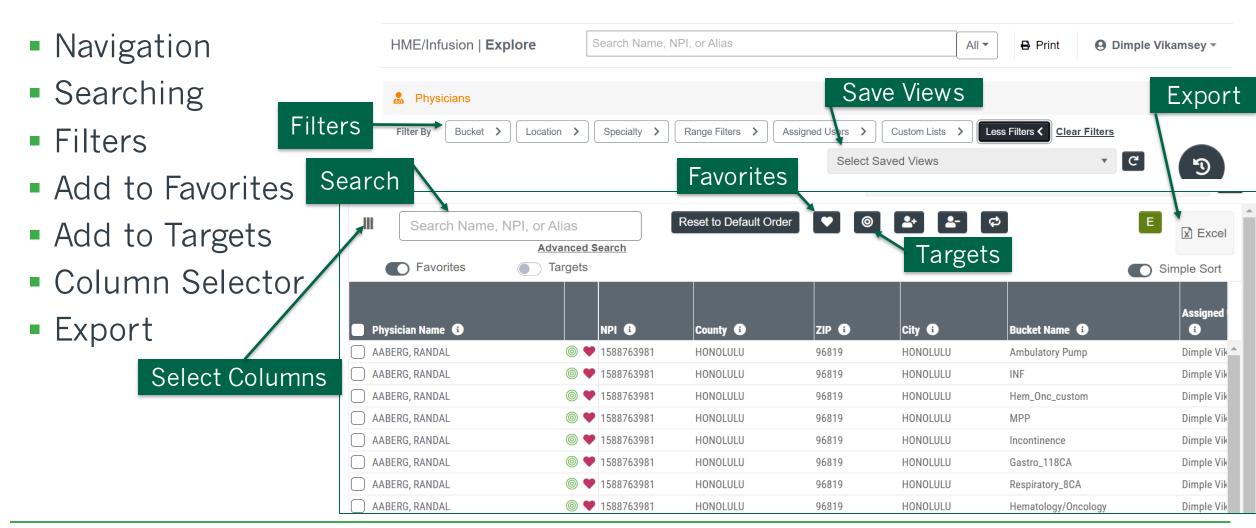
## Marketscape Modules

- Explore
  - Physicians
  - Organizations
- Analyze
  - Physicians
  - Patient Population
  - Referral Share
  - Payer Mix





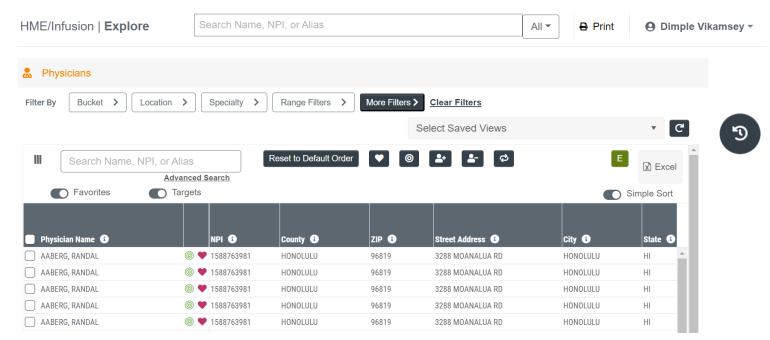
## **Explore: Navigating Explore**







#### **Favorites and Targets**

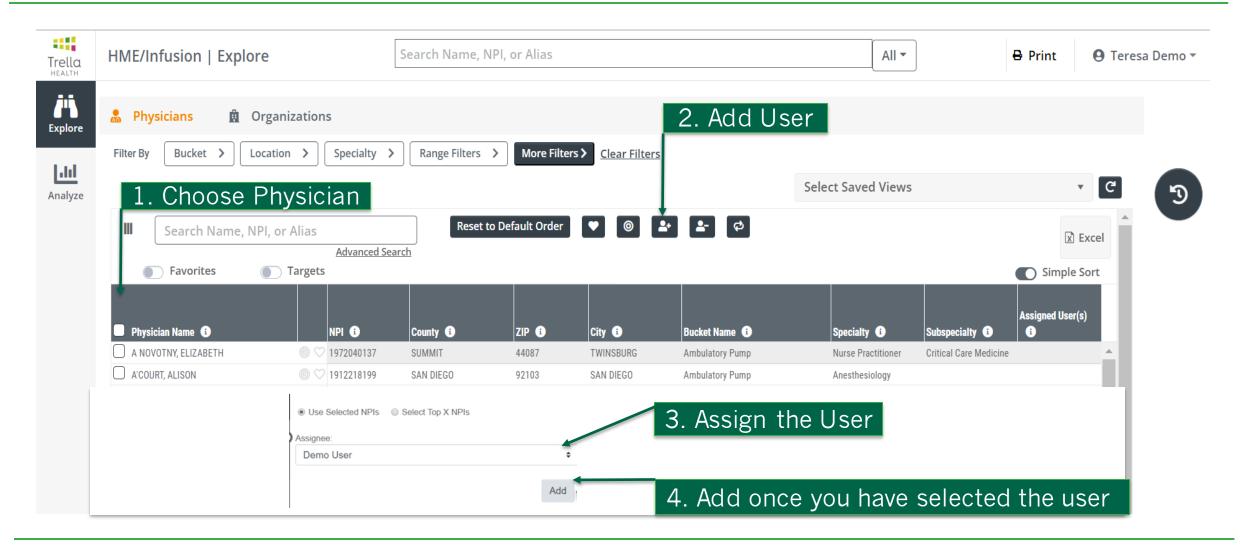


- **Favorites** are used to highlight an account and provide quick access to it. For example, an existing account/partnership that generates a substantial number of referrals for the territory.
- A Target is used to designate an essential identifying characteristic of the account and the
  engagement priority for the account. For example, a rep may have a strategic focus on competitor
  affiliated accounts and be calling on them weekly to strengthen awareness of his or her agency.





## Explore: Assign User







## Market Data Analysis

Order Rank - Practitioner's national rank as the prescriber/referrer of specified products

Diagnosis Rank - Represents the Practitioner's national rank on the volume of patients/procedures with the most common diagnosis codes related to the specified products.

**Organization Rank –** Organization's national rank as the rendering organization for specified products

#### **Referral Share**

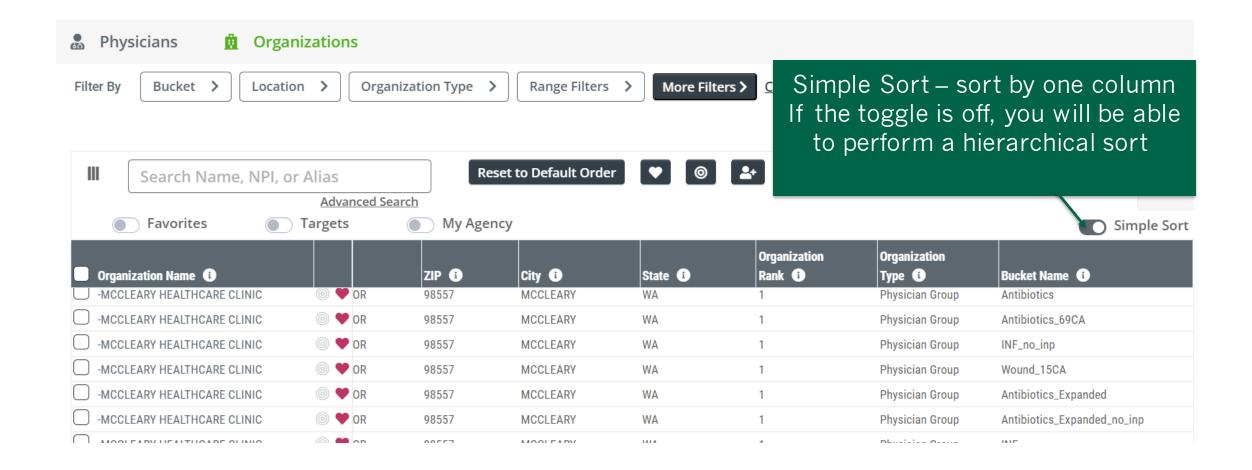
**% of Referrals to Facility** - % of this provider's referrals being fulfilled by this organization **Organization Contribution Rank** – Indicates the total volume of orders an organization is receiving from the targeted provider relative to the organizations overall volume of orders being received

Physician Name (i)		Bucket Name (i)	Order Rank	Diagnosis Rank	Medicaid %	Medicare %		Medicare Advantage %
SHANGOLD, LEE	9 0	Sleep_9CA	10	10	0.25%	20.26%	77.91%	0.75%
SHANGOLD, LEE	9 0	Respiratory_8CA	10	10	0.25%	20.26%	77.91%	0.75%
SHANGOLD, LEE	9 (7	General Respiratory	10	10	0.25%	20.26%	77.91%	0.75%
CULLOM, SUMNER	9 0	Antibiotics_Expanded_no_inp	10	6	3.03%	17.68%	61.57%	2.46%





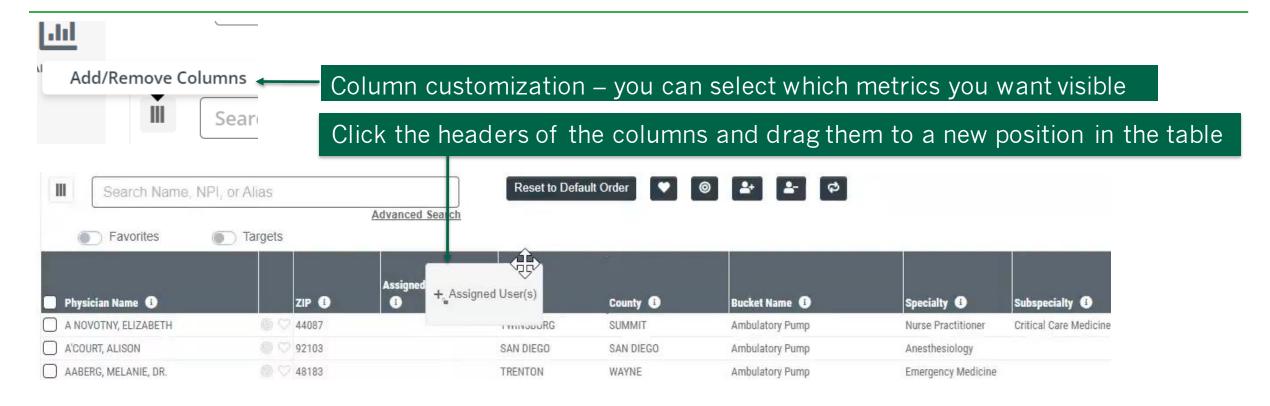
## **Explore: Organizations**







## **Explore: Organizations**

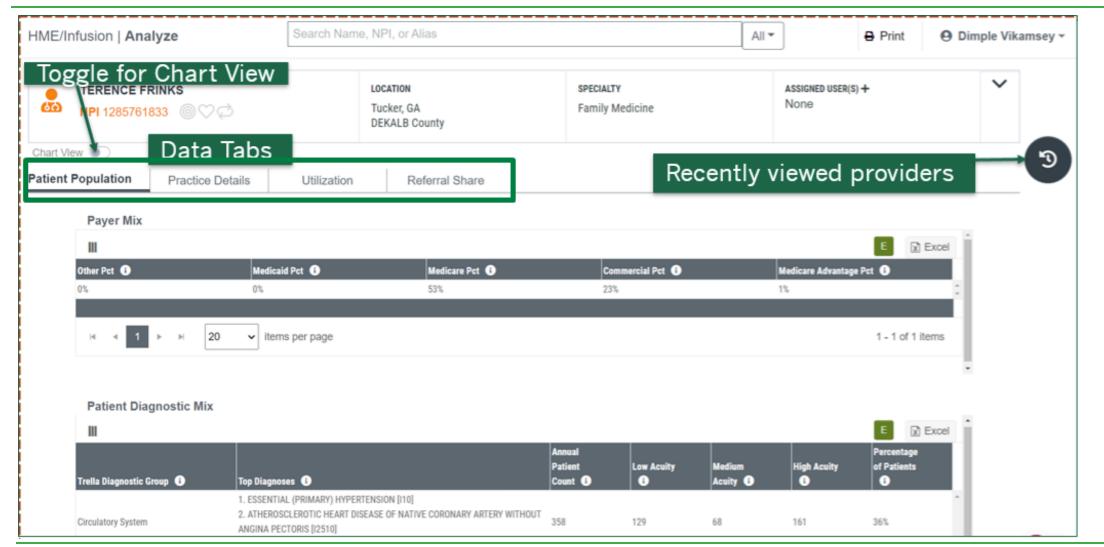




12



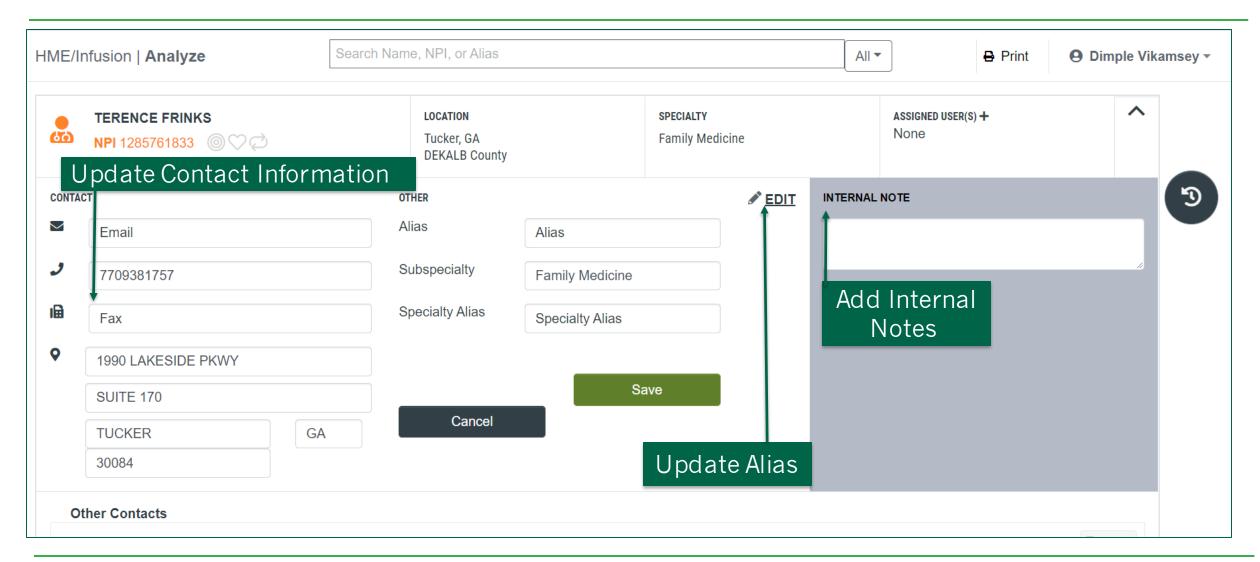
## Analyze







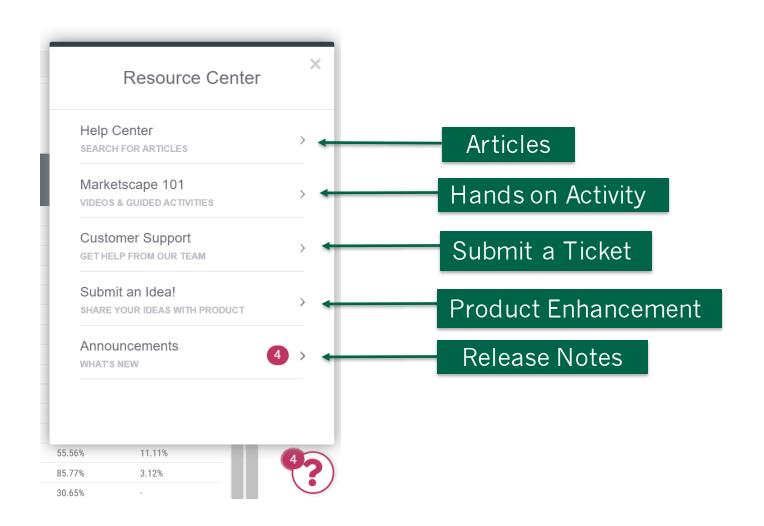
#### Analyze







#### Trella Health Resource Center





15

