



Trella

HEALTH

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

- Navigation
- Searching
- Filters
- Add to Favorites
- Add to Targets
- Column Selector
- Export

Select Columns

Filters

Search

Favorites

Save Views

Export

Targets

HME/Infusion | Explore

Search Name, NPI, or Alias

All Print Dimple Vikamsey

Physicians

Filter By: Bucket Location Specialty Range Filters Assigned Users Custom Lists Less Filters Clear Filters

Select Saved Views

Search Name, NPI, or Alias

Advanced Search

Reset to Default Order

Favorites Targets

Simple Sort

Physician Name	NPI	County	ZIP	City	Bucket Name	Assigned
<input type="checkbox"/> AABERG, RANDAL	<input type="checkbox"/> 1588763981	<input type="checkbox"/> HONOLULU	<input type="checkbox"/> 96819	<input type="checkbox"/> HONOLULU	Ambulatory Pump	Dimple Vik
<input type="checkbox"/> AABERG, RANDAL	<input type="checkbox"/> 1588763981	<input type="checkbox"/> HONOLULU	<input type="checkbox"/> 96819	<input type="checkbox"/> HONOLULU	INF	Dimple Vik
<input type="checkbox"/> AABERG, RANDAL	<input type="checkbox"/> 1588763981	<input type="checkbox"/> HONOLULU	<input type="checkbox"/> 96819	<input type="checkbox"/> HONOLULU	Hem_Onc_custom	Dimple Vik
<input type="checkbox"/> AABERG, RANDAL	<input type="checkbox"/> 1588763981	<input type="checkbox"/> HONOLULU	<input type="checkbox"/> 96819	<input type="checkbox"/> HONOLULU	MPP	Dimple Vik
<input type="checkbox"/> AABERG, RANDAL	<input type="checkbox"/> 1588763981	<input type="checkbox"/> HONOLULU	<input type="checkbox"/> 96819	<input type="checkbox"/> HONOLULU	Incontinence	Dimple Vik
<input type="checkbox"/> AABERG, RANDAL	<input type="checkbox"/> 1588763981	<input type="checkbox"/> HONOLULU	<input type="checkbox"/> 96819	<input type="checkbox"/> HONOLULU	Gastro_118CA	Dimple Vik
<input type="checkbox"/> AABERG, RANDAL	<input type="checkbox"/> 1588763981	<input type="checkbox"/> HONOLULU	<input type="checkbox"/> 96819	<input type="checkbox"/> HONOLULU	Respiratory_8CA	Dimple Vik
<input type="checkbox"/> AABERG, RANDAL	<input type="checkbox"/> 1588763981	<input type="checkbox"/> HONOLULU	<input type="checkbox"/> 96819	<input type="checkbox"/> HONOLULU	Hematology/Oncology	Dimple Vik

Favorites and Targets

HME/Infusion | Explore

Search Name, NPI, or Alias

All ▾

Print

Dimple Vikamsey ▾

Physicians

Filter By Bucket > Location > Specialty > Range Filters > More Filters > Clear Filters

Select Saved Views

Search Name, NPI, or Alias

Reset to Default Order



E

Excel

Advanced Search

Favorites

Targets

Simple Sort

Physician Name	NPI	County	ZIP	Street Address	City	State
<input type="checkbox"/> AABERG, RANDAL	1588763981	HONOLULU	96819	3288 MOANALUA RD	HONOLULU	HI
<input type="checkbox"/> AABERG, RANDAL	1588763981	HONOLULU	96819	3288 MOANALUA RD	HONOLULU	HI
<input type="checkbox"/> AABERG, RANDAL	1588763981	HONOLULU	96819	3288 MOANALUA RD	HONOLULU	HI
<input type="checkbox"/> AABERG, RANDAL	1588763981	HONOLULU	96819	3288 MOANALUA RD	HONOLULU	HI
<input type="checkbox"/> AABERG, RANDAL	1588763981	HONOLULU	96819	3288 MOANALUA RD	HONOLULU	HI

- **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

1. Choose Physician

2. Add User

3. Assign the User

4. Add once you have selected the user

HME/Infusion | Explore

Search Name, NPI, or Alias

All

Print

Teresa Demo

Physicians Organizations

Filter By Bucket Location Specialty Range Filters More Filters Clear Filters

Select Saved Views

Reset to Default Order

Advanced Search

Favorites Targets

Simple Sort

Physician Name	NPI	County	ZIP	City	Bucket Name	Specialty	Subspecialty	Assigned User(s)
<input type="checkbox"/> A NOVOTNY, ELIZABETH	1972040137	SUMMIT	44087	TWINSBURG	Ambulatory Pump	Nurse Practitioner	Critical Care Medicine	
<input type="checkbox"/> A'COURT, ALISON	1912218199	SAN DIEGO	92103	SAN DIEGO	Ambulatory Pump	Anesthesiology		

Use Selected NPIs Select Top X NPIs

Assignee:

Demo User

Add

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		Bucket Name	Order Rank	Diagnosis Rank	Medicaid %	Medicare %	Commercial %	Medicare Advantage %
<input type="checkbox"/> SHANGOLD, LEE	🎯 ❤️	Sleep_9CA	10	10	0.25%	20.26%	77.91%	0.75%
<input type="checkbox"/> SHANGOLD, LEE	🎯 ❤️	Respiratory_8CA	10	10	0.25%	20.26%	77.91%	0.75%
<input type="checkbox"/> SHANGOLD, LEE	🎯 ❤️	General Respiratory	10	10	0.25%	20.26%	77.91%	0.75%
<input type="checkbox"/> CULLOM, SUMNER	🎯 ❤️	Antibiotics_Expanded_no_inp	10	6	3.03%	17.68%	61.57%	2.46%

Explore: Organizations

Physicians **Organizations**

Filter By Bucket > Location > Organization Type > Range Filters > More Filters >

Search Name, NPI, or Alias Reset to Default Order ♥ 🎯 👤+

Advanced Search

Favorites Targets My Agency Simple Sort

<input type="checkbox"/>	Organization Name <i>i</i>		ZIP <i>i</i>	City <i>i</i>	State <i>i</i>	Organization Rank <i>i</i>	Organization Type <i>i</i>	Bucket Name <i>i</i>
<input type="checkbox"/>	-MCCLEARY HEALTHCARE CLINIC	🎯 ♥ OR	98557	MCCLEARY	WA	1	Physician Group	Antibiotics
<input type="checkbox"/>	-MCCLEARY HEALTHCARE CLINIC	🎯 ♥ OR	98557	MCCLEARY	WA	1	Physician Group	Antibiotics_69CA
<input type="checkbox"/>	-MCCLEARY HEALTHCARE CLINIC	🎯 ♥ OR	98557	MCCLEARY	WA	1	Physician Group	INF_no_inp
<input type="checkbox"/>	-MCCLEARY HEALTHCARE CLINIC	🎯 ♥ OR	98557	MCCLEARY	WA	1	Physician Group	Wound_15CA
<input type="checkbox"/>	-MCCLEARY HEALTHCARE CLINIC	🎯 ♥ OR	98557	MCCLEARY	WA	1	Physician Group	Antibiotics_Expanded
<input type="checkbox"/>	-MCCLEARY HEALTHCARE CLINIC	🎯 ♥ OR	98557	MCCLEARY	WA	1	Physician Group	Antibiotics_Expanded_no_inp
<input type="checkbox"/>	-MCCLEARY HEALTHCARE CLINIC	🎯 ♥ OR	98557	MCCLEARY	WA	1	Physician Group	INF

Simple Sort – sort by one column
If the toggle is off, you will be able to perform a hierarchical sort

Explore: Organizations

 Add/Remove Columns ← Column customization – you can select which metrics you want visible

Click the headers of the columns and drag them to a new position in the table

Search Name, NPI, or Alias Advanced Search Reset to Default Order ♥ 🎯 👤+ 👤- 🔄

Favorites Targets

<input type="checkbox"/> Physician Name <i>i</i>	ZIP <i>i</i>	Assigned <i>i</i>	+ Assigned User(s)	County <i>i</i>	Bucket Name <i>i</i>	Specialty <i>i</i>	Subspecialty <i>i</i>
<input type="checkbox"/> A NOVOTNY, ELIZABETH	🌐♥ 44087		WINNEBOURG	SUMMIT	Ambulatory Pump	Nurse Practitioner	Critical Care Medicine
<input type="checkbox"/> A'COURT, ALISON	🌐♥ 92103		SAN DIEGO	SAN DIEGO	Ambulatory Pump	Anesthesiology	
<input type="checkbox"/> AABERG, MELANIE, DR.	🌐♥ 48183		TRENTON	WAYNE	Ambulatory Pump	Emergency Medicine	

Analyze

HME/Infusion | Analyze Search Name, NPI, or Alias All ▾ Print Dimple Vikamsey ▾

Toggle for Chart View TERENCE FRINKS

NPI 1285761833 LOCATION: Tucker, GA, DEKALB County SPECIALTY: Family Medicine ASSIGNED USER(S) + None

Chart View **Data Tabs** Recently viewed providers ↻

Patient Population | Practice Details | Utilization | Referral Share

Payer Mix

Other Pct	Medicaid Pct	Medicare Pct	Commercial Pct	Medicare Advantage Pct
0%	0%	53%	23%	1%

1 - 1 of 1 items

Patient Diagnostic Mix

Trella Diagnostic Group	Top Diagnoses	Annual Patient Count	Low Acuity	Medium Acuity	High Acuity	Percentage of Patients
Circulatory System	1. ESSENTIAL (PRIMARY) HYPERTENSION [I10] 2. ATHEROSCLEROTIC HEART DISEASE OF NATIVE CORONARY ARTERY WITHOUT ANGINA PECTORIS [I2510]	358	129	68	161	36%

Analyze

HME/Infusion | **Analyze** All Print Dimple Vikamsey

TERENCE FRINKS NPI 1285761833	LOCATION Tucker, GA DEKALB County	SPECIALTY Family Medicine	ASSIGNED USER(S) + None
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Update Contact Information

CONTACT	OTHER
Email <input type="text"/>	Alias <input type="text" value="Alias"/>
7709381757 <input type="text"/>	Subspecialty <input type="text" value="Family Medicine"/>
Fax <input type="text"/>	Specialty Alias <input type="text" value="Specialty Alias"/>
1990 LAKESIDE PKWY <input type="text"/>	
SUITE 170 <input type="text"/>	
TUCKER <input type="text"/>	
GA <input type="text"/>	
30084 <input type="text"/>	

Save Cancel **EDIT**

INTERNAL NOTE

Add Internal Notes

Update Alias

Other Contacts

Trella Health Resource Center

The screenshot shows a 'Resource Center' window with a list of categories. Green callout boxes with arrows point to each category:

- Articles (points to 'Help Center')
- Hands on Activity (points to 'Marketscape 101')
- Submit a Ticket (points to 'Customer Support')
- Product Enhancement (points to 'Submit an Idea!')
- Release Notes (points to 'Announcements')

At the bottom of the window, there is a table with the following data:

55.56%	11.11%
85.77%	3.12%
30.65%	-

A red circle with the number '4' and a question mark is located at the bottom right of the window.