

MSI Case Study: Business Development

- Strategic Market Development
- Where competitive consumer-driven demand moves
- When clear quality & market decisions matter



MSI Case Study: Business Development

- Market Development
 - Find New Business (Untapped Cases) by Service Line
 - View Geo-Market Drill Downs (Region, State, City, Zip)
 - See Untapped Revenue Comparisons by Service Line
 - Influence Web Visibility Trending Over Time
 - Review Strategic Market Clustering by Service Line
- Competitive Profiling
 - Evaluate Quality & Outcomes by Service Line
 - Identify Market Staging Opportunity by Service Line
 - Compare Web Visibility to Selected Competitor(s)
 - Overview Hospital Clustering by Service Line
- Physician Relations
 - Understand Quality & Outcomes by Physician, Group & Specialty
 - Engage Physicians at the Clinical Level (Public Profile & Risk Factors)
 - Motivate Physicians at the CME Level (MS-DRG & Risk Factors)
 - Build Physician Rapport with Web Visibility

Access our Market Staging analysis of over 85 million public metrics and see where your hospital (and your competition) strategically places. The MSI Strategy OnLine service helps you visualize business opportunities by triangulating quality, market positioning and web visibility deliverables. Easy access is provided via online Software as Service (SaaS) with attractive and easy to read reports, graphics and reference material.

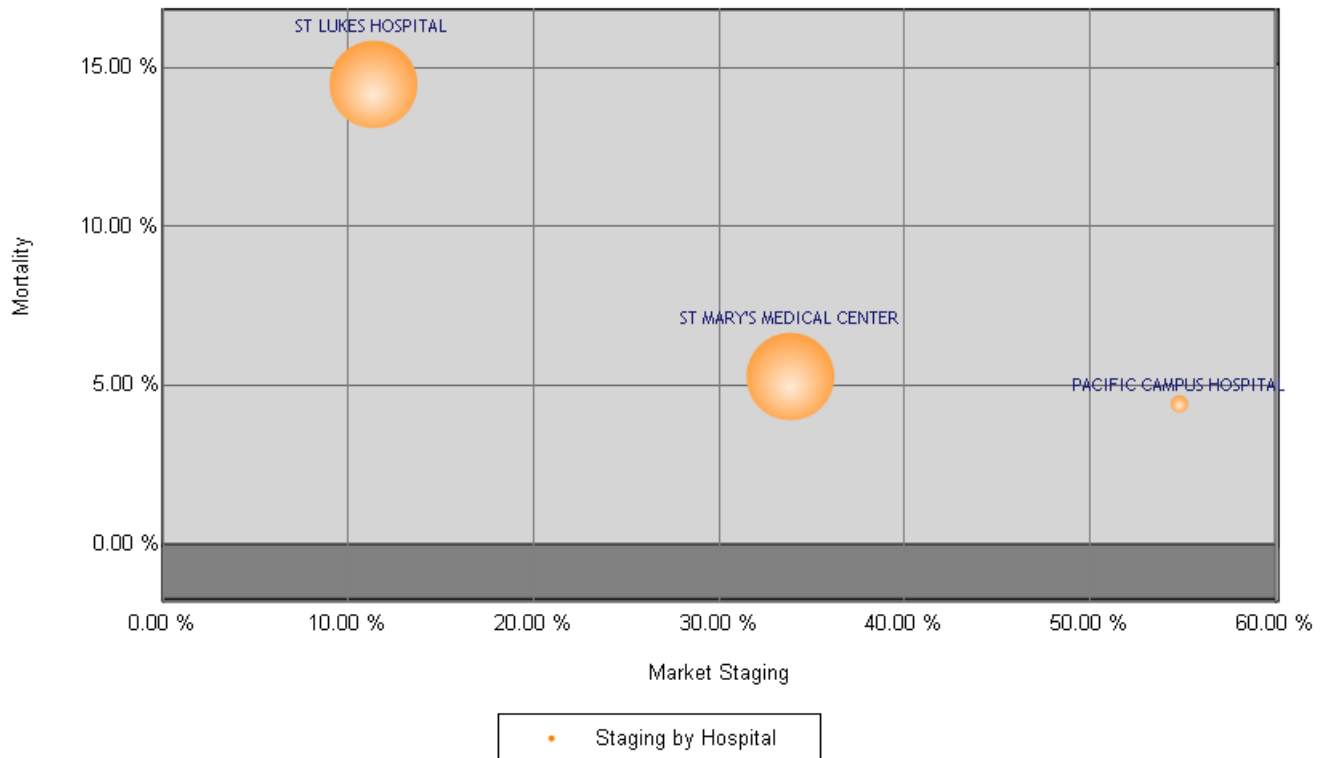
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Cardiac Service Line Sample:



Opportunity:

St. Mary's Medical Center is ready to increase market share by advancing web visibility and quality.

Opportunity:

Pacific Campus Hospital builds on success through expanded web visibility around quality and market share.

Related MSI Strategy Online features:

- Market Staging by Cardiac Service
 - Heart Attack (AMI)
 - Heart Failure
 - Coronary Intervention
 - Etc.
- Flexible Market Views - Geography
 - Regional
 - State
 - City
 - Zip
- Optional add-on's:
 - MSI All Payer Analytics
 - MSI Monitor
 - Custom Data Mining

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