

# MSI Strategy OnLine

- Employ service line strategy on demand or on alert.
- Where competitive consumer-driven demand moves.
- When clear quality & market decisions matter.



# MSI Strategy OnLine

- Competitive Profiling
  - By Service Line
  - Market Staging
  - Quality Comparisons
  - Web Visibility
  - Hospital Clustering

- Top Hospital Attribution

- US News<sup>®</sup>
- Solucient<sup>®</sup>
- HealthGrades<sup>®</sup>
- LeapFrog<sup>®</sup>
- Etc.

- Applied Intelligence

- Geo - National
- Geo - Regional
- Geo - Local
- Geo - Ranking

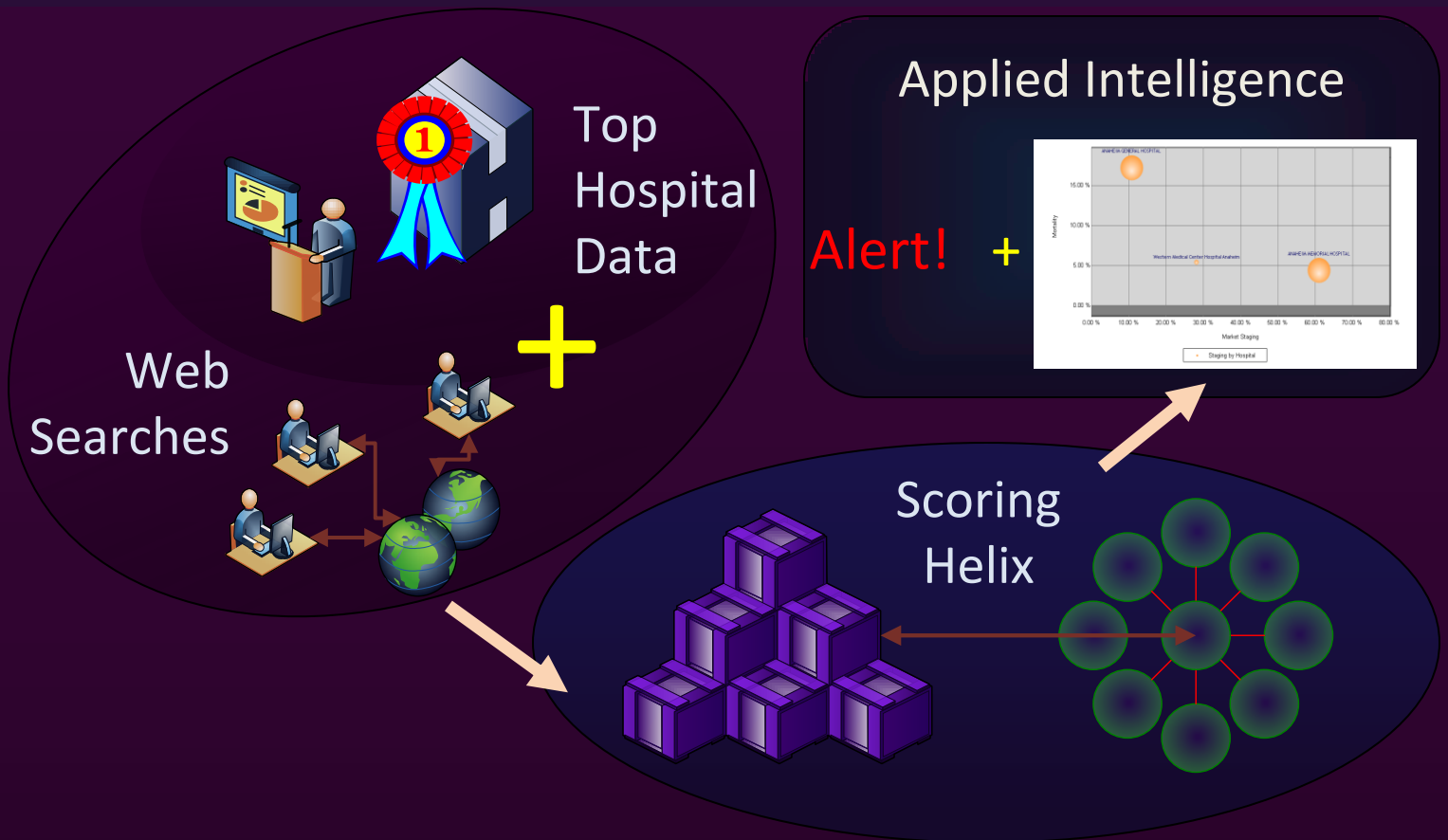
Access our Market Staging analysis of over 85 million public metrics and see where your hospital (and your competition) strategically places. The MSI Strategy OnLine service helps shorten the distance between observed hospital positioning and strategic decision making by delivering applied intelligence on demand or on alert.

Market Staging Inc.  
660 Baker St, Suite 405  
Costa Mesa, CA 92626

714.508.7832  
[www.MarketStaging.com](http://www.MarketStaging.com)



# MSI Strategy OnLine



MSI Strategy OnLine is powered by directing our Scoring Helix technology toward top hospital metrics and over 85-million public metrics. Analytic results compare and contrast how your hospital places relative to your competition:

- Applied intelligence sourcing through Scoring Helix technologies.
- Top hospital attribution blends top rankings into apples to apples comparisons.
- Comparative service line characteristics of hospitals detailed to the ICD9 level.
- Dynamically orients data views by Market Geography, Hospitals and Clusters.
- Outcome synchronization with quality, market share & web visibility data.
- Optional: Integration with All Payer quality and market staging data.
- Optional: Custom data mining of information in the Scoring Helix System.

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