

ADVIZOR In Healthcare

The increasingly dynamic healthcare industry can be described in one word: change. Healthcare organizations are tasked with improving patient care, reducing the cost of doing business, managing data proliferation and addressing complex government regulations. Industry leaders understand that they must apply technology strategically rather than for incremental productivity gains in order to succeed.

ADVIZOR® Solutions advanced reporting and analysis software enables healthcare professionals to make better and faster fact-based decisions. Powered by patented Visual Discovery™ technology, ADVIZOR is world-class in empowering healthcare professionals to understand their data.

Powerful Healthcare Insight

With the advent of large-scale healthcare information systems and the pervasive growth of electronic medical records, organizations are now amassing unprecedented amounts of data about their patients and business processes, leading to environments that are data-rich, yet information-poor. As a result, healthcare professionals are turning to technology to gain vital insight that improves financial and clinical outcomes:

- **Improve patient care** – understand diagnosis/treatment/physician outcomes.
- **Understand reimbursement** – with Medicare changes, this is more critical than ever for long-term survival.
- **Control drug costs** – understand practice prescription habits.
- **Improve clinical trials** – correlate patients and treatments to improve outcomes.
- **Reduce overall costs** -- improve the long-term survival of managed care environments.

ADVIZOR supports HIPAA standards and provides information in clear displays with dynamic interaction so that healthcare professionals quickly get fact-based answers to their practice, clinical, financial and registry questions.

Practice Insight

An intuitive, visual scorecard can improve a practice's ability to monitor patient care, staff utilization and other key business measures. ADVIZOR enables practitioners to derive unique insights that relate to physician performance, treatment results, process effectiveness, patient admission, churn and profitability analysis. Services can be adjusted based on trends and patterns that relate to patient volumes and demographics, and conditions treated.



Clinical Insight

Patients receive better care when healthcare provider performance is improved. ADVIZOR enables care teams to measure their own performance, outcomes and efficiency, and compare these measures to industry norms. The visual identification of patterns and trends can quickly lead to insights that improve financial and clinical outcomes.

Financial Insight

ADVIZOR provides the flexibility that people need to analyze and understand their business. ADVIZOR also helps satisfy audit requirements by combining data from diverse enterprise systems. Costs can be eliminated when labor utilization, purchasing patterns, procedures employed and prescription patterns are understood. For instance, staffing and scheduling processes can be improved with the information that is often buried in operational systems. Optimizing labor costs can have an immediate, positive effect on the bottom line.

Registry Insight

ADVIZOR enables analysts to dramatically expand the potential uses for a registry to improve processes such as chronic and disease care management, quality measurement and patient volume analysis, resulting in overall quality and performance improvements.

ADVIZOR provides information in clear displays with dynamic interaction so that healthcare professionals can improve performance in core operational areas, such as marketing, finance and administration.

Marketing Performance

Campaign Analysis

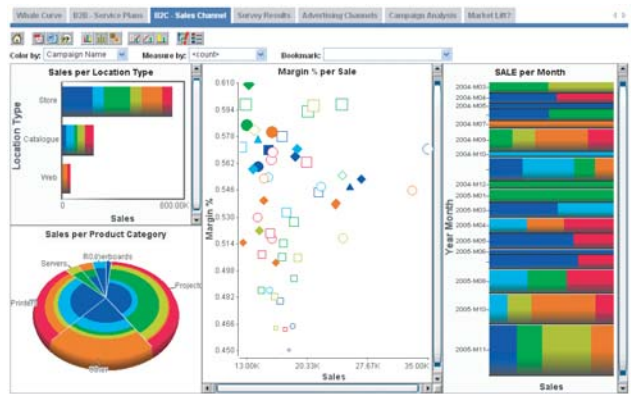
A key to developing successful promotions is to understand the impact that campaigns have on a practice or clinic. Measuring performance is simple with ADVIZOR charts that can be animated to enhance patterns of change over time.

Customer Demographics and Segmentation

Healthcare datasets must be analyzed in a secure and confidential manner, which can be challenging when combined with external industry data. ADVIZOR helps identify segments of common behavior, outliers and the descriptive factors behind them with point-and-click ease.

Resource Allocation Analysis

Healthcare marketing organizations are increasingly under fire to invest their resources wisely. ADVIZOR enables practitioners to understand where to invest. Insights can be derived such as identifying customers that respond best to a given campaign, spotting services that are often purchased together in a market basket and reporting the cost per lead by media type.



Finance and Administration

Human Resources

Comparing the characteristics of thousands of medical professionals to understand what drives good performance, identifying where staffing shortages are expected and planning for the future requires the ability to explore and analyze complex data. ADVIZOR enables business people to analyze their data and share their findings.

Financial Analysis and Planning

Significant value can be realized by understanding financial trends over time from summary-to-detail levels. Understanding the reasons that some clinics in a region are performing better than others is hard to determine from basic financial reports. This level of analysis is dramatically improved with ADVIZOR.

Credit and Transaction Risk Analysis

Regardless of size and specialty, understanding patterns of consumer credit risk is an important key to profitability. ADVIZOR transforms this decision-making process with powerful visual analysis capabilities.

Visual Discovery is a Powerful Change Agent

Visual Discovery is the core patented technology that drives ADVIZOR's unique display, interaction and authoring capabilities. Leveraging an extensive algorithmic underpinning, business people are able to explore and understand their business data.

With ADVIZOR, the visual display becomes the window to understanding, which leads to better business decision-making and improved performance.

