Scout is a data analytics tool, designed to help you visualize market share and strengthen your competitive advantage. Translate your internal EMR/EHR data into valuable insight by leveraging a variety of ready-made, robust dashboards. You can review first referrals, month-over-month and year-over-year variances and patterns – even revenue vs. activity ROI – using our flexible displays. Scout can also generate external claims dashboards for viewing your competitive landscape at the service line, network, provider and procedural levels. With Scout leading your data-driven approach, resources can be focused where they add the most value. Additionally, you can download data into PDFs, Excel or PowerPoint to share your insights with key stakeholders.

Use Scout to:

- **Understand Your Market**
  Gain actionable insight with provider and procedure analysis

- **Act on Data Trends**
  Identify opportunities using color-coded, interactive dashboards

- **Enhance Network Development**
  Visualize connection strength to improve patient pipelines

- **Track Reports**
  Communicate market trends and demonstrate bottom-line results of growth initiatives

- **Experience Seamless Integration**
  Discover the value of Marketware product connectivity
Leading data-driven growth strategies. Scout is an effective tool for identifying opportunities.

Team members, from liaisons and analysts to strategists and recruiters, can get answers to important questions about:

- Targeting top performing primary care providers in a specific geography
- Identifying which payers are contracted with a specific competitor system or practice
- Using shared network connections and strength to target new providers and redirect referrals
- Strengthening network utilization
- Analyzing market share trends by service line, market, procedure, provider & more

Scout Use Case

Leveraging Data to Target Growth Opportunities

Vascular surgeons at a Florida hospital wanted support in promoting a newly accredited Aorta Program to increase awareness and market share. They used Scout to understand their current market position and efficiently narrow down 1,600 potential referring offices to 140 targeted providers.

Results: After 3 months of outreach and tracking in Ascend, the vascular surgery market share saw a 7% increase from four targeted zip codes.

“Just by educating the physicians and providing them with the networking opportunities with our specialists, we have improved our loss of downstream revenue by 28% – or $18 million – in six months. The value is enough to stake your best in this.”

Director of Physician Relations