



# Accelerate Strategic Growth

Growth Intelligence solution  
for providers



# Make strategic decisions quickly and precisely

To grow revenue in today's competitive market, health systems need precise strategies to drive volume, negotiate competitive rates, and improve network integrity. Clarify's Growth Intelligence solution is the industry's most comprehensive offering for strategic growth intelligence. It delivers precise patient journey insights across the continuum of care to address the most important growth levers by identifying opportunities to optimize referral patterns, improve patient loyalty, strengthen rate negotiations and ensure high-performing providers are in-network.

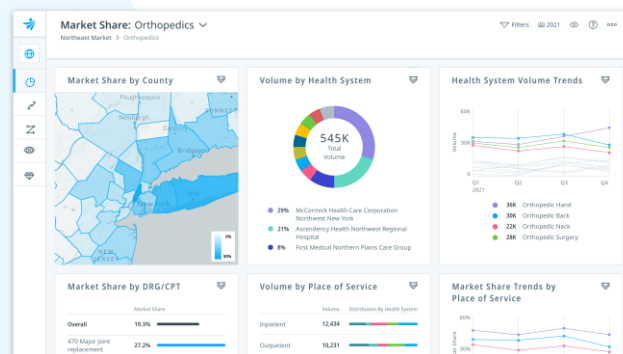
## Clarify Markets

### Capture more market share

Pinpoint your best opportunities to grow patient volume by assessing market share trends across inpatient, outpatient, and professional services.



*I want to protect and capture market share*



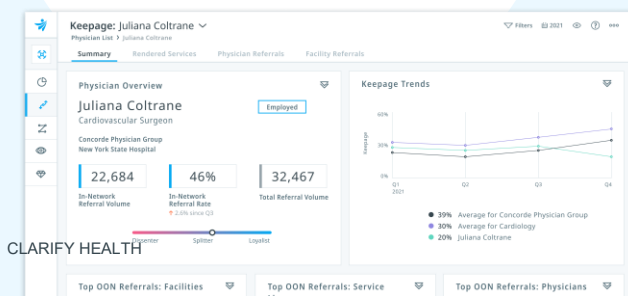
*I want to align with the right providers and grow referral volume*



## Clarify Referrals

### Optimize physician alignment

Prioritize physicians for engagement and affiliation using the industry's most precise referral pattern analytics that cover PCP, specialist, and ancillary referrals.



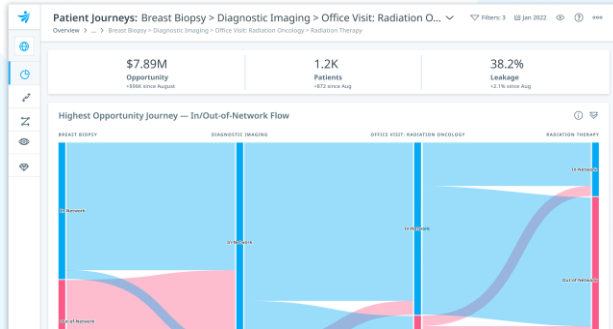
*I want to accelerate patient acquisition and improve retention*



## Clarify Loyalty

**Drive consumer demand**

Improve outreach and reduce outmigration by visualizing the flow of the patient journey and identifying care patterns of high-spend cohorts across the full continuum of care.



## Clarify Rates

**Negotiate more competitive prices**

Enter contracting conversations armed with 500+ terabytes of price transparency data that has been enriched with claims data to form the industry's most meaningful rate intelligence that can be queried in seconds.



*I want faster access to price transparency intelligence*

Advanced Payer Rates Analysis

Filters: BCBS, Commercial, South Atlantic Health, Inpatient, Cardiac Services, Florida, PPO, Select NPDU, MS-DIG, Select Service Codes

Line Item	Payer	Avg Rate	% of Medium Rate	Min Rate	Max Rate	Price	Volume	Avg Rate	% of Medium Rate
241	Cardiac Services Blue Plus	\$26,189	311.3%	\$21,388	\$34,298	120	1,234	\$57,054	465.0%
303	Cardiac Services Blue Plus	\$17,015	448.9%	\$15,642	\$21,538	140	1,126	\$16,118	431.8%
271	Cardiac Services Blue Plus	\$61,218	311.5%	\$58,254	\$65,727	110	1,334	\$75,728	385.4%
240	Cardiac Services Blue Plus	\$50,403	316.5%	\$45,173	\$55,777	220	1,444	\$0	0.0%
300	Cardiac Services Blue Plus	\$15,719	261.7%	\$12,288	\$21,222	123	1,874	\$18,687	327.9%
269	Cardiac Services Blue Plus	\$72,748	301.4%	\$68,327	\$80,345	156	975	\$56,134	236.0%
216	Cardiac Services Blue Plus	\$187,300	328.3%	\$181,298	\$193,178	179	547	\$0	0.0%
216	Cardiac Services Blue Cross Blue Shield	\$163,028	279.7%	\$160,608	\$171,294	121	672	\$0	0.0%
217	Cardiac Services Blue Plus	\$110,099	311.5%	\$112,342	\$122,536	231	860	\$0	0.0%

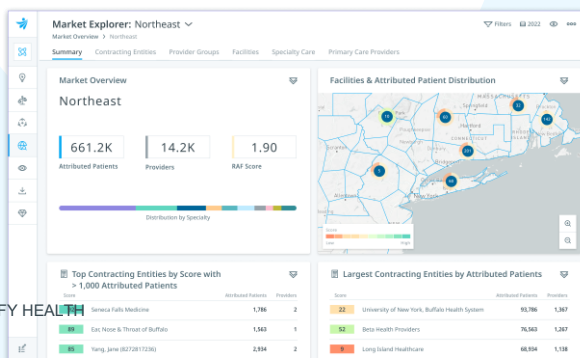
*I want to make better partnership and acquisition decisions*



## Clarify Performance

**Improve network integrity**

Make better partnership and acquisition decisions by exploring provider performance across your entire market using Clarify's precise, case-mix adjusted benchmarks.



# Built on a single platform

The Growth Intelligence solution for providers is built on the Clarify Platform®, called Atlas. Atlas maps four billion patient journeys across over 300 million lives, leverages best-in-class grouper technology, and drives 18B+ AI-powered predictions, answering healthcare’s most complex business questions in an instant.



## Driving value for health systems

### 5%

Growth in market share by determining the best opportunity to build a center of excellence

### \$50M

Opportunity to grow an oncology service line identified using on-demand market intel

### \$20M

Incremental annual revenue growth by increasing in-network referrals 50K year over year

*Clarify has given us the most granular insights across our entire market – we can see what physicians are doing, where they’re going, who they’re referring to, and how their patterns change by procedure.*

**David Stephens** Vice President, Network Strategy and Business Development, Hackensack Meridian Health



Hackensack  
Meridian Health

*Clarify’s solution exposes the intricacies of the dataset. It allows us to get under the hood and explore referral patterns at a microlevel.*

**Paul Deeringer** SVP, Strategy & Emerging Business, John Muir Health



**JOHN MUIR**  
HEALTH