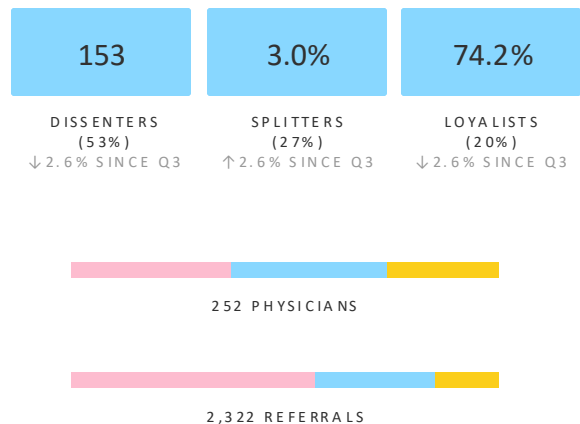# There's a new way to grow your market share, drive volume and improve patient loyalty

Get a clear line of sight into what's impacting patient volumes across PCPs and specialists with the industry's most powerful care pathway analytics for end-to-end patient-provider management, Clarify Growth IQ Suite.
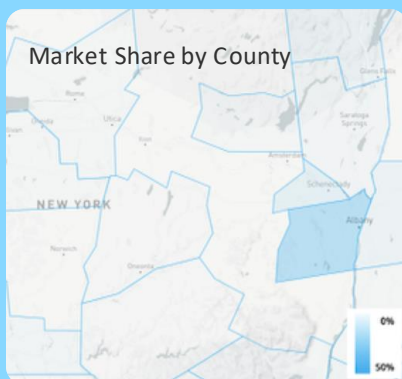
- **Understand** market share with inpatient and outpatient visibility
- **Uncover** drivers of out-of-network referral opportunities down to the DRG/CPT level
- **Identify** referral and performance trends by analyzing longitudinal data
- **Prioritize** physicians for engagement and affiliation using high coverage, complete data

Physician Cohort Overview

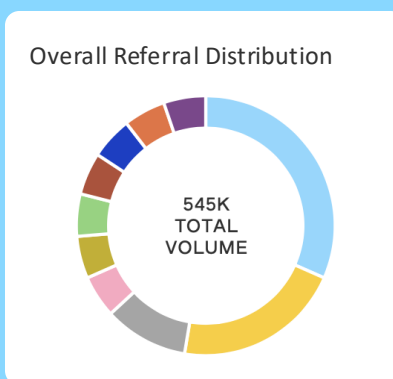| 153	3.0%	74.2%
DISSENTERS (53%)	SPLITTERS (27%)	LOYALISTS (20%)
↓2.6% SINCE Q3	↑2.6% SINCE Q3	↓2.6% SINCE Q3

252 PHYSICIANS

2,322 REFERRALS

■ MARKET INTELLIGENCE

Evaluate and track market share against competitors by service line or procedure across all settings of care

Market Share by County

0%

50%

Understand market share in your geography with changes over time

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■ REFERRAL PATTERNS

Analyze referrals sent by your physicians and determine the root causes of out-of-network referrals

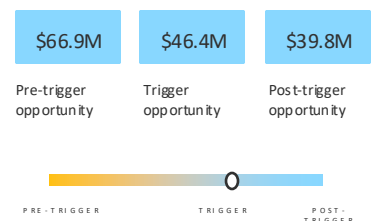### Overall Referral Distribution

545K TOTAL VOLUME

Pinpoint root causes of variation down to the DRG/CPT level

■ PATIENT LOYALTY

Improve outreach and reduce outmigration by clearly visualizing the flow of the patient journey

Patient Flow Opportunity
Cardiovascular Service Line

$66.9M	$46.4M	$39.8M
Pre-trigger opportunity	Trigger opportunity	Post-trigger opportunity

PRE-TRIGGER · TRIGGER · POST-TRIGGER

Accelerate patient acquisition and increase loyalty

Prioritize the physicians in your market for engagement and affiliation by better understanding their referral patterns

HIGH COVERAGE & PRECISION

Access referral and performance trends over time with longitudinal data, including Medicaid

Referral flows are linked to quantify downstream impact of first- and second-order referrals

TRULY ACTIONABLE INSIGHTS

Pinpoint CPT and DRG- level insights to illuminate addressable variations

Understand specialist-to- specialist referral behaviors to drive better alignment

SUPERIOR MARKET INTELLIGENCE

Easily visualize market utilization trends over time across regional segments with cutting-edge UI

Build stronger referral flows with robust segmentation of physicians into loyalist, splitters, and dissenters

Why Clarify?

- Access the most enriched data asset across 300M patients and 170M payer-complete lives
- Query results 7x faster than alternative solutions to save time and resources
- Customize user experience to align with internal workflow and system hierarchies
- Gain unprecedented visibility with industry-leading 90% national data coverage
- Extend your analytics resources with dedicated Clarify experts

About Clarify Health

Clarify unlocks the hidden value in healthcare data. Trusted by providers, payers, tech and services, and life sciences companies, Clarify uses the power of data and AI-powered predictive analytics to make complex decisions easier. The Clarify Atlas Platform® is the foundation, leveraging the industry's largest and most robust dataset to map more than 300 million lives and 20 billion data points to surface actionable insights with unparalleled speed and actionability.