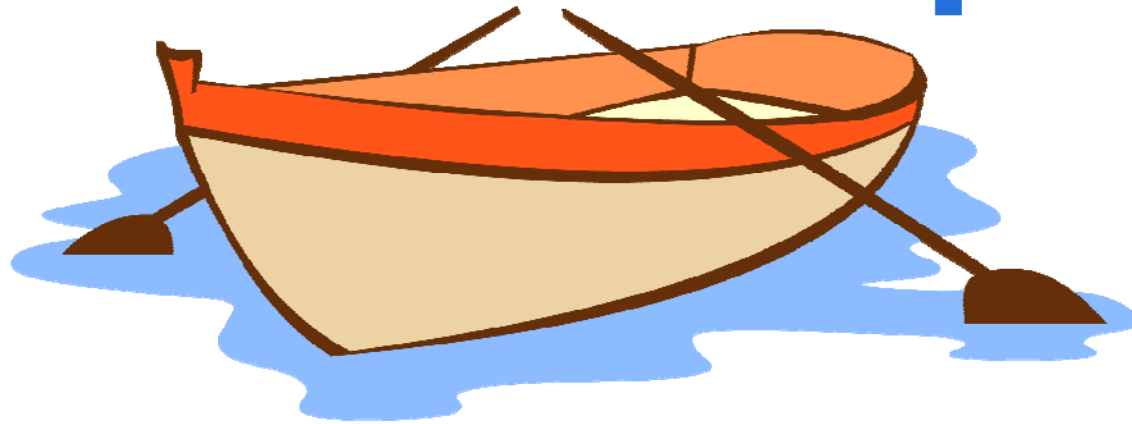


RowdMap



Health. Profit. Intelligence.

Simple Growth, Performance & Value
for Health Plans, Providers, Hospitals & Nursing Homes

Example

Biz Need:

1) Organic Growth

Where are the most opportunistic geographies to grow my enrollment?
Based on MA penetration? Market share? Age-in capture?

2) Performance

How am I doing compared to my peers and competition?
What makes me unique and what is driving my performance?
Which interventions should I use and what outcomes can I expect?

3) Value

How does my benefit configuration compare to offerings in my geographies?
What are bidding/pricing benchmarks from CMS payments and rebates?
What are my performance bonus opportunities?

Payers, Hospitals, Nursing Homes, etc.



Example

Data:

- A) Performance (CMS, etc.)
- B) Market (CMS, etc.)
- C) Bid/Pricing/Rebate (CMS, etc.)
- D) Provider (Dartmouth, etc.)
- E) Socio-Demographic (Census, etc.)
- F) Psychographic (Google, Twitter, etc.)
-
- Secondary (Benchmarks & Indexes, Key Drivers & Prediction)



Example

Output:  **Health Profit Intelligence**

- SaaS Platform
- Web & Touch-Based Devices
- Pre-Loaded Best Practice & Free-Style Analysis
- Suggests Interventions
- Projects ROI, Profit
- Shows where to 'double down', 'stay' or 'fold'?



Example

Lessons:

- 1) **Avoid IT Dependency** (be up the next day, free-standing)
 - 2) **Play Nice** (complement big systems, 'hook' to integrate)
 - 3) **Make It Easy** (preload analysis, presentations)
 - 4) **Empower Users** (play w/ the data, export to other tools)
 - 5) **Build Value over Time** (auto-capture learning)
 -
- Plan on it taking longer than you think to build (3-4 Xs)**



LIVE OPERATIONAL PLATFORM

Your Information Is Already Here



So Is Your Competition's...

(Psst... Want to See?)