



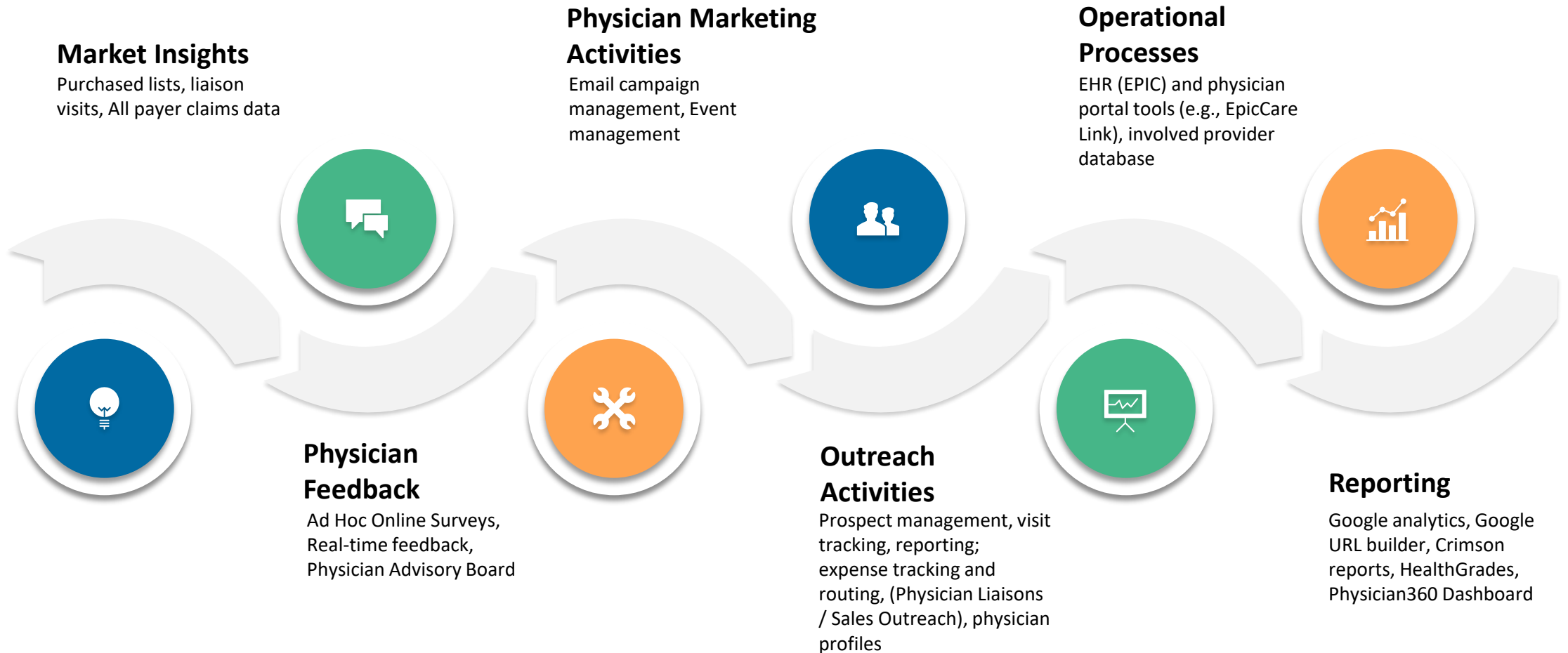
PAMN Physician Relations Group

Advancing the Use of
Claims Data and Salesforce.com
In Your Next Generation PRM

Endeavor

PHYSICIAN RELATIONS TECHNOLOGY ECOSYSTEM

Effectively Engaging the Referring Physician Throughout Their Experience



Our understanding is that you would like to deploy a series of fit-for-purpose tools which integrate with a common base platform (e.g., Salesforce.com). Your current toolkit is not comprehensive enough and does not currently integrate with other systems.

Ideally, all of these elements would be integrated for real-time decision making at each of the engagement activities outlined above.

BENEFITS OF OUR APPROACH

What You Can Expect from our Work Together

Once optimized, your Physician Relationship Management Technology Stack should:

- Enable liaisons to be more effective during their interactions
- Facilitate a streamlined process from prospect to cultivation to referral
- Ensure technology improves liaison effectiveness and makes processes more efficient (i.e., doesn't dictate how things are done, but is customized to lever its core value)
- Create value by enhancing coordination of care with referring physicians via a portal
- Leverage industry experience for portal strategy, customization of existing tools, and HIPAA considerations

To do this, our team combines the strengths of our strategic advisors with the technical prowess of our digital insights team.

Through this combination, we are able to strike the balance of strategy and tactics to achieve the outcomes above.

CUSTOMIZATION EXAMPLES

Using the Latest Visuals Available to Create Value for Liaisons in the Office

Associate Physicians with Medical Groups via NPI

ACCOUNT NAME	TYPE	PRIMARY STREET	PRIMARY CITY	PRIMARY STATE / PROVINCE	PRIMARY ZIP...	PHONE	ACCOUNT O...	SOURCE
1 ALIY (ZHANGZHOU) BATH PRODUCTS LTD.		00 Sullivan Junction	Newark	New Jersey	07112	(201) 314-4995	bbus	
2 ALKAbello, Inc.		12 Garrison Hill	Los Angeles	California	90081	(213) 699-2092	bbus	
3 Antigen Laboratories, Inc.		469 Nova Alley	New York City	New York	10014	(718) 650-2570	bbus	
4 Bausch & Lomb Incorporated		2 Tarnadge Street	Detroit	Michigan	48295	(313) 178-1355	bbus	
5 Baxter Healthcare Corporation		86135 Eika Plaza	Fort Worth	Texas	76115	(862) 201-3470	bbus	
6 BioActive Nutritional, Inc.		51 Oak Parkway	Hattiesburg	Mississippi	39404	(601) 413-2426	bbus	
7 Bryant Ranch Prepack		786 Ridgeway Place	Austin	Texas	78726	(512) 491-2595	bbus	
8 CARROLL COMPANY		28 Rockefeller Way	Oakland	California	94605	(510) 850-1803	bbus	
9 Conopco Inc. d/b/a Unilever		28964 Florence Crossing	El Paso	Texas	88569	(915) 490-9131	bbus	
10 CVS Pharmacy		6986 Merry Point	Nashville	Tennessee	37250	(615) 775-8243	bbus	
11 Demo							bbus	
12 Demo2							bbus	
13 Demo3							bbus	
14 Dukai Corporation		3 Hoard Road	Sacramento	California	95818	(916) 302-7183	bbus	
15 Feelgood Health		343 Graedel Road	Raleigh	North Carolina	27605	(919) 639-4423	bbus	
16 Fresenius Kabi USA, LLC		54 Melby Way	Kansas City	Missouri	64114	(816) 553-9647	bbus	

Capture and Distribute Physician Feedback with Cases

Document interactions with all Physicians, including Internal for engagement monitoring

NAME	ACCOUNT NAME	CONT.	DEPARTMENT	CONTACT TYPE	PRIMARY SPECIALTY	PRIMARY STREET	PRIMARY
1 Aaron Chermantel	Orthopaedic Surgery - Orthopaedic Surgery			Internal - WU Physician	Orthopaedic Surgery	1 Barnes Jewish Hospital Plz Ste 6A	Saint Louis
2 Aaron Miller	Washington University School of Medicine - Pediat...	MD	Pediatric	Internal - WU Physician	Pediatric Hospitalist	1 Childrens Pl	Saint Louis
3 Aaron Weinthal	Washington University School of Medicine - Certif...	Clinician	Anesthesiology	Internal - WU Physician	Certified Registered Nurse Anesthetist	1 Barnes Jewish Hospital Plz	Saint Louis
4 Attya Kulkarni	Pediatrics - Endocrinology/Metabolism			Internal - WU Physician	Pediatrics	1 Childrens Pl	Saint Louis
5 Attya Kulkarni	Pediatrics - Hospitalist Medicine			Internal - WU Physician	Pediatrics	1 Childrens Pl	Saint Louis
6 Abdulrah Nassef	Abdulrah Nassef MD	MD	Neurology	Internal - WU Physician	Neurology	660 S Euclid Ave, Box 8111	Saint Louis
7 Adam Elbar	WUSM - Division Of Urology	MD	Urology	Internal - WU Physician	Urology	Box 8242 660 S Euclid Ave	Saint Louis
8 Adam Labore	Orthopaedic Surgery - Orthopaedic Surgery			Internal - WU Physician	Orthopaedic Surgery	14312 S Outer 40 Rd	Chatterfield
9 Adam Litch	Internal Medicine - Gold Hospitalist			Internal - WU Physician	Internal Medicine	1 Barnes Jewish Hospital Plz	Saint Louis
10 Adam Meyer	Internal Medicine - Hospitalist Program			Internal - WU Physician	Internal Medicine	1 Barnes Jewish Hospital Plz	Saint Louis
11 Adam Oldendorf	Washington University School of Medicine - Pediat...	MD	Pediatric	Internal - WU Physician	Neurology	1 Childrens Pl	Saint Louis
12 Adam Peary	Washington University School of Medicine - Family	NP	Internal Medicine	Internal - WU Physician	Nurse Practitioner	4921 Parkview Pl 7th Floor	Saint Louis
13 Adam Prickett	Washington University School of Medicine - Cornea...	MD	Ophthalmology	Internal - WU Physician	Ophthalmology	517 S Euclid Ave	Saint Louis
14 Adam Vigor	Surgery - Chairmans Office			Internal - WU Physician	General Surgery	1 Childrens Pl Ste A	Saint Louis

Define and Document a Meaningful Visit

CUSTOMIZATION EXAMPLES: "MarketView"

Using Claims Data to Drive Outreach and Marketing

Search for Physicians

The screenshot shows a search interface with the following sections:

- Doctor Search:** Fields for Name, Practice, NPI Number, License Number, and Graduated after.
- Doctor's Associations:** A table with columns for Contracted, Both, Yes, and No. Below are dropdowns for Priority, Select Priority, and Select Speciality.
- Health Plans:** A dropdown for Select Health Plan.
- Location:** Search by Surgery Center, Address, State / Country, and a radius of +15 miles.

Dive Deeper into Physician Activities

The screenshot shows a detailed profile for **Dwite D Dahms, MD** (Orthopedic Surgery + Priority 4) with the following details:

- Address:** 3775 Rolling Oaks Dr Ste 200, Thousand Oaks, CA 91361
- Surgeries:** 6 BSC, 0 G1
- Health Plans:** NPI: 1124054853, License #: G52355, Medical School: University of California, Los Angeles School...
- Location:** Blue Shield
- BSC Active Facilities:**
 - 4 - Los Robles Surgicenter (ASC) - Thousand Oaks, CA
 - 2 - Open Shoulder (Blended)
 - 1 - Median and Lateral Repair
 - 1 - Shoulder Repair, Revision and/or Reconstruction (Blended)
 - 2 - Los Robles Regional Med Ctr (OP Hospital)
 - 1 - Hammertoe Reconstruction with or without Fusion
 - 1 - Knee Meniscectomy

Continue Search, List Development, and Activity Logging in Integrated Lightning App

The screenshot shows the search interface with a map view. The **Doctor's Associations** section shows "4 Specialties Selected". The map displays several physician locations in the Thousand Oaks area, with markers and labels like "The Oaks", "Janss Marketplace", and "Los Robles Greens".

MarketView High Level Concepts

- **Combining Data Sources into a Single Source of Mappable, Actionable Information**
 - Physician Information from Health plans updated monthly
 - Referral Data from 3rd Party Vendors (e.g. Stratasan) or Government (e.g. CMS)
 - Internal Data from EHR, CRM updated continuously

☰ Create Contact in Salesforce

Select Owner ▼

Use Existing Account

Create Opportunity

Create OON Provider Contracting

surger

Neurological Surgery Medical Associates

Pacific Coast Surgery Center Orthopedics

MarketView Enables...

Network Development

- Target physicians/practices in specific areas
- Load relevant data into CRM
- Holistic view of relationship maturity
- Identify pockets of underserved physicians
- Demonstrate the value of the “network”
- Show conversions from splitters to loyalists
- Report share of referral “wallet”

Physician Marketing/Outreach

- Visit Planning
- Visit History
- Referral Activity
- Onboarding
- Referral Based List Development

MarketView: Encounter Data (this example: Stratasan)

- Integrated with your Claims data
- Encounters tied to physicians with a diagnoses and facility with a procedure within 90 days

Baylor Institute For Rehabilitation

909 N Washington Ave
Dallas, TX 76132

Lines of Business:

Hospital Inpatient (12)
Physical Rehabilitation (1116)

Diagnosing Providers:

Andrew Peter Dold, MD, FRCSC (108)
Justin Michael Kane, MD (46)
Sheena Rachel Black, MD (38)
Richard D Rhodes, MD (30)
Gordon Scott Davis, DO (26)
Paul Salinas, MD (21)
Chris Robert Miller, MD (19)

Total: 1426 Encounters

Paul John Ghattas, DO (76)
Jeffrey Lue, MD (41)
Priscilla Danielle Clark, MD (33)
Shamim Justin Badiyan, MD (28)
Neal Rajat Dandona, MD (23)
Maushmi Nilay Sheth, MD (20)
Khalid Mohammed Yousuf, MD (18)

Andrew Peter Dold, MD, FRCSC

Orthopedic Surgery

5550 Warren Pkwy Ste 200
Frisco, TX 75034

Show locations

Total Diagnoses Leading to Encounter

1377

+ Add to Report

NPI
1932576980

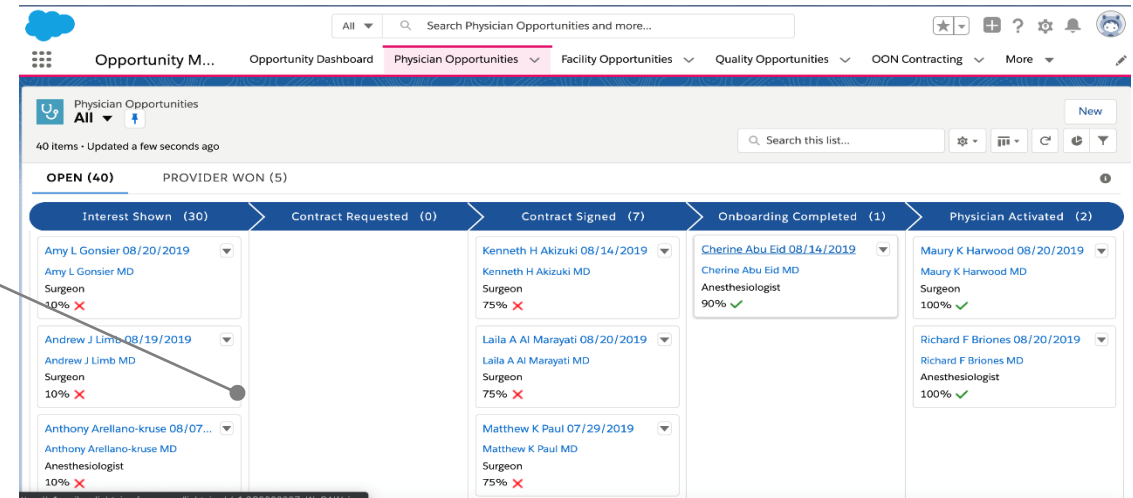
Encounters:

555 - Star Orthopedics And Sports Medicine Frisco, TX
205 - Baylor Surgicare At Blue Star Frisco, TX
141 - Ati Physical Therapy Plano, TX

MarketView: Specific Examples

- A Health Plan expanding into new regions building targeted network of Specialists and PCPs
- A healthcare organization discovering areas where they have few PCPs relative to membership
- A Large Independent Physician Association (IPA) recruiting physicians associated with competing IPAs
- A surgery related healthcare organization managing recruitment of practices from identification through contracting fully integrated into Salesforce.
- A managed care organization visualizing increases and decreases in members assigned to PCPs
- A healthcare organization tracking liaison visits and flagging 'out of standard' visitation periods

Track
Conversions



Endeavor

We have worked with nationally-recognized institutions:

- 13 “Honor Roll” institutions
- 4 out of the top 10 cancer programs
- 3 out of the top 4 pediatric hospitals
- 3 out of the top 10 cardiovascular programs

National Benchmarking Studies:

- Patient experience
- Marketing and communications
- Quality and safety
- Government and community relations
- Physician relations
- International programs

Ranked as one of top 50 Healthcare Consulting firms by Modern Healthcare

The Endeavor Difference:

Our collaborative, information-based approach instills confidence in results and brings into focus the true meaning of offering an exceptional customer experience.

We have been specializing in customer experience for over a decade. Our approach applies industry best practices and proven frameworks to real-world situations.

Our team members have depth and breadth of experience and knowledge; many have executive-level experience at leading healthcare organizations.