

Strategies for Market Share Growth

**Using advanced analytics to find, acquire,
and retain the most valuable consumers
in your market.**



Devin Carty, Co-founder & Chairman of the Board, Trilliant Health
The Leadership Institute | February 15, 2019

Agenda

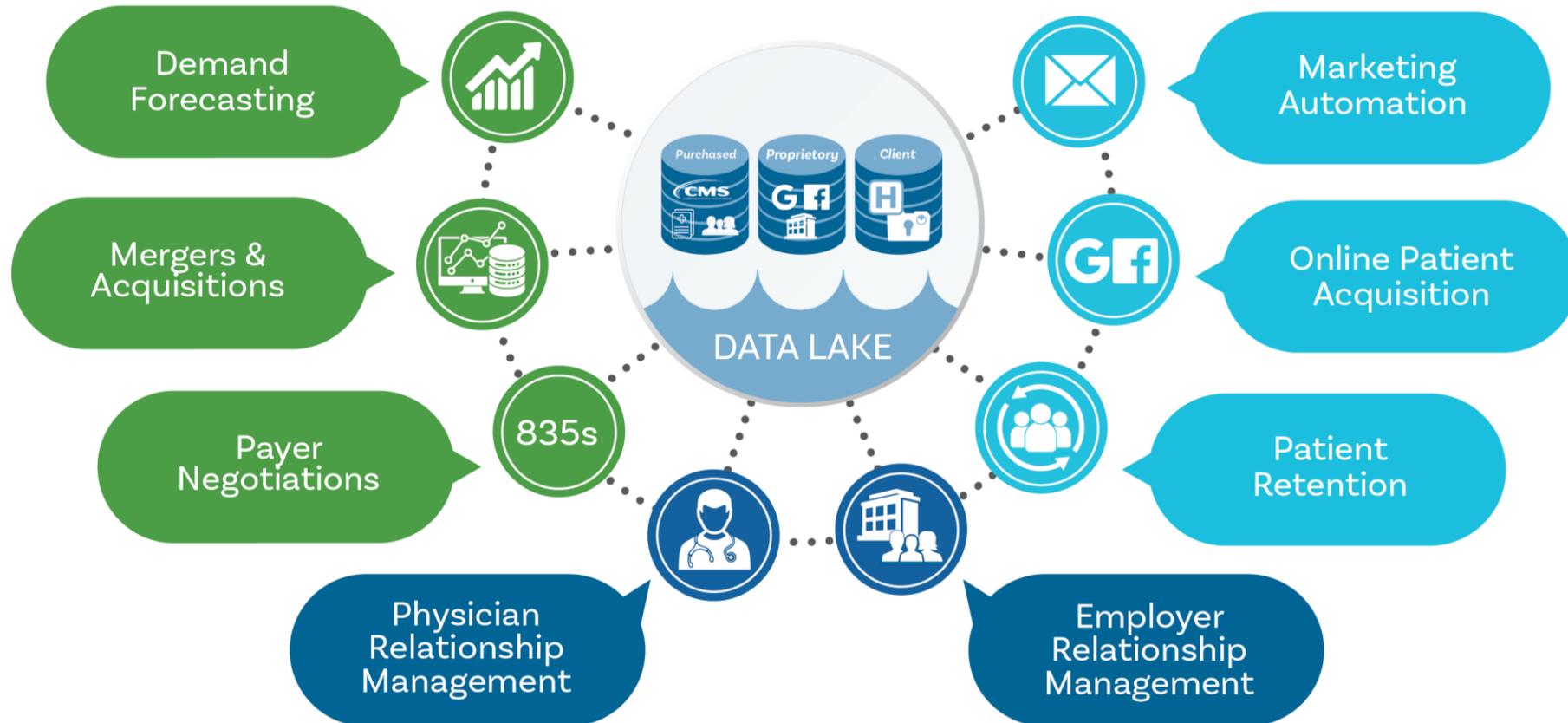
- Overview of Trilliant Health
- Data Science
- Analytics Platform
- Consumer Acquisition Platform

Market Share

$$f(\text{Market Share}) = \left(\text{Physician Loyalty} + \text{Consumer Loyalty} \right)$$

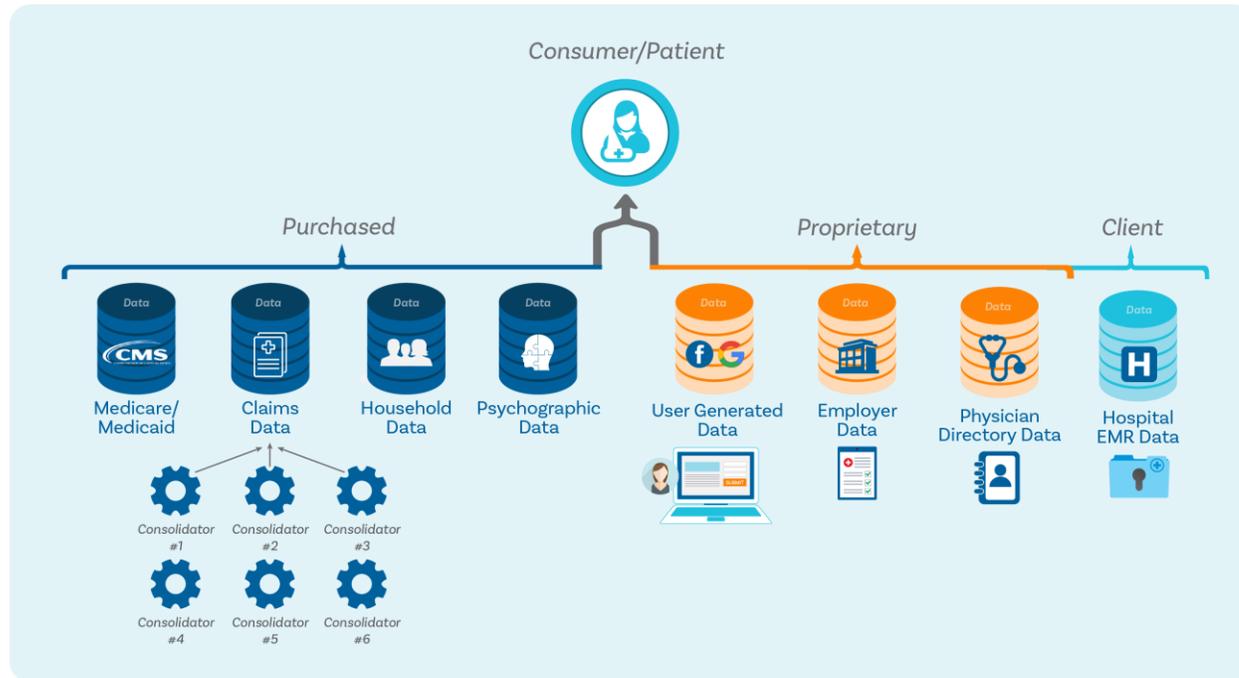
The diagram illustrates the components of market share. On the left, a large blue 'f' is followed by 'Market Share' in parentheses. This is set equal to a sum of two terms in parentheses. The first term is a green icon of a doctor with a plus sign, labeled 'Physician LOYALTY'. The second term is a blue icon of a family, labeled 'Consumer LOYALTY'.

Trilliant Health: A Single Source of Truth



Data Science

Trilliant's Comprehensive Patient & Market Data

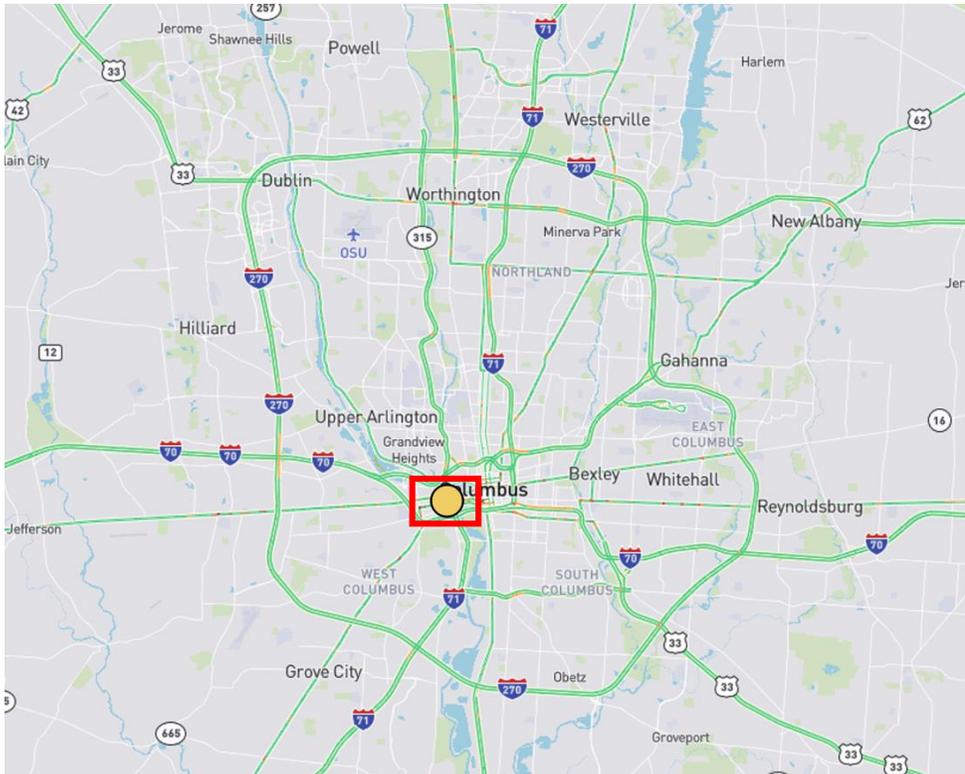


20.4B Claim Lines
306M Unique Patients with a Longitudinal Record
170M Households

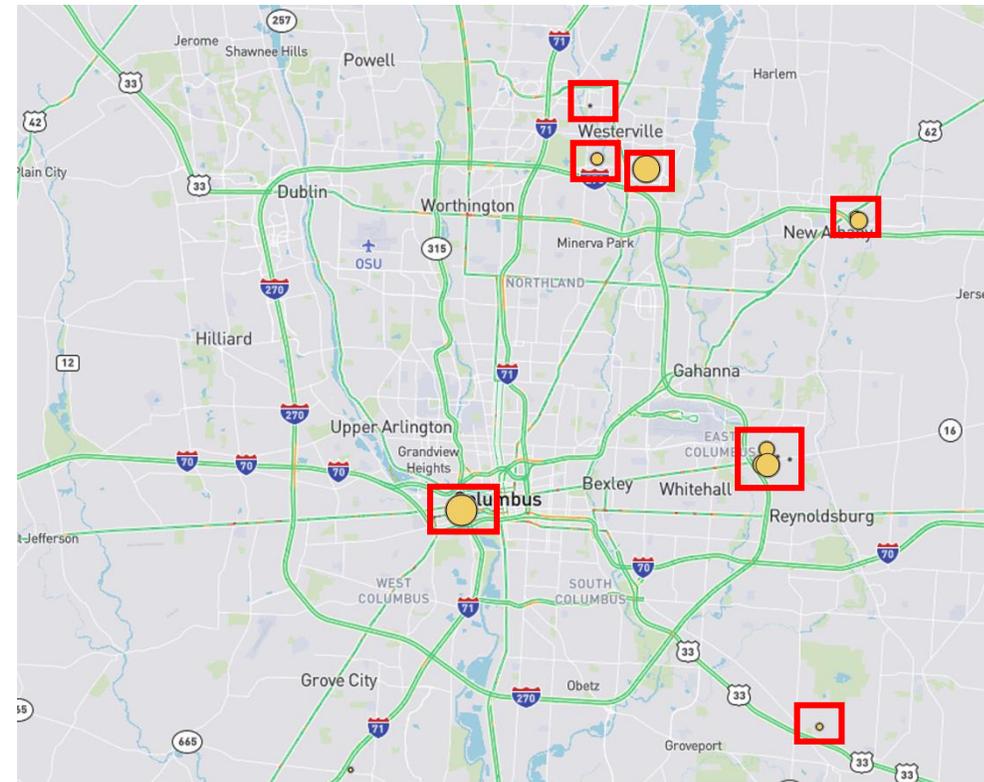
- ✓ Pre-Adjudicated (837) & Adjudicated (835)
- ✓ Commercial, Medicare Advantage, Medicare, Medicaid for inpatient, outpatient, surgical, and medical
- ✓ 200k Consumer Service Line Ads
- ✓ 1.8M Employee generated data
- ✓ 2M Health Risk Assessments (HRA) Answers

Defining Site of Service

How others determine site of service:
Billing location rather than actual service location



How Trilliant determines site of service:
Actual site of care rather than billing location



The Value of Site of Service

Site of Service Map

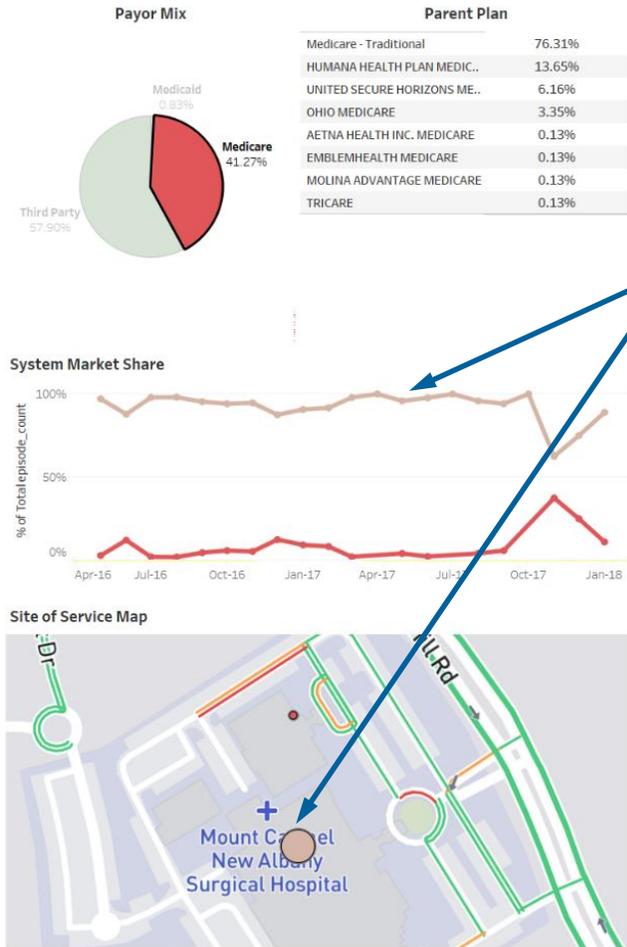


Let's look at the surgical volume of Dr. Lombardi whose outpatient surgery center ***shares a parking lot*** with his affiliated hospital, Mount Carmel

Outpatient surgery center owned by Dr. Lombardi

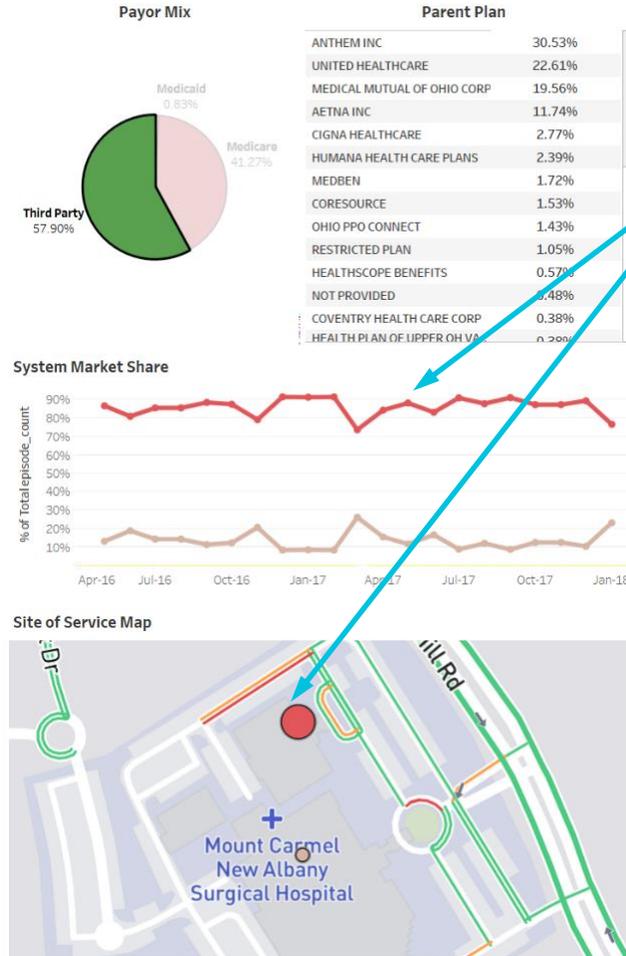
Dr. Lombardi's affiliated hospital – Mount Carmel

The Value of Site of Service



Surgical volume of **Medicare** patients by site of service.

Dr. Lombardi referred majority of Medicare patients to affiliated hospital rather than owned surgery center.



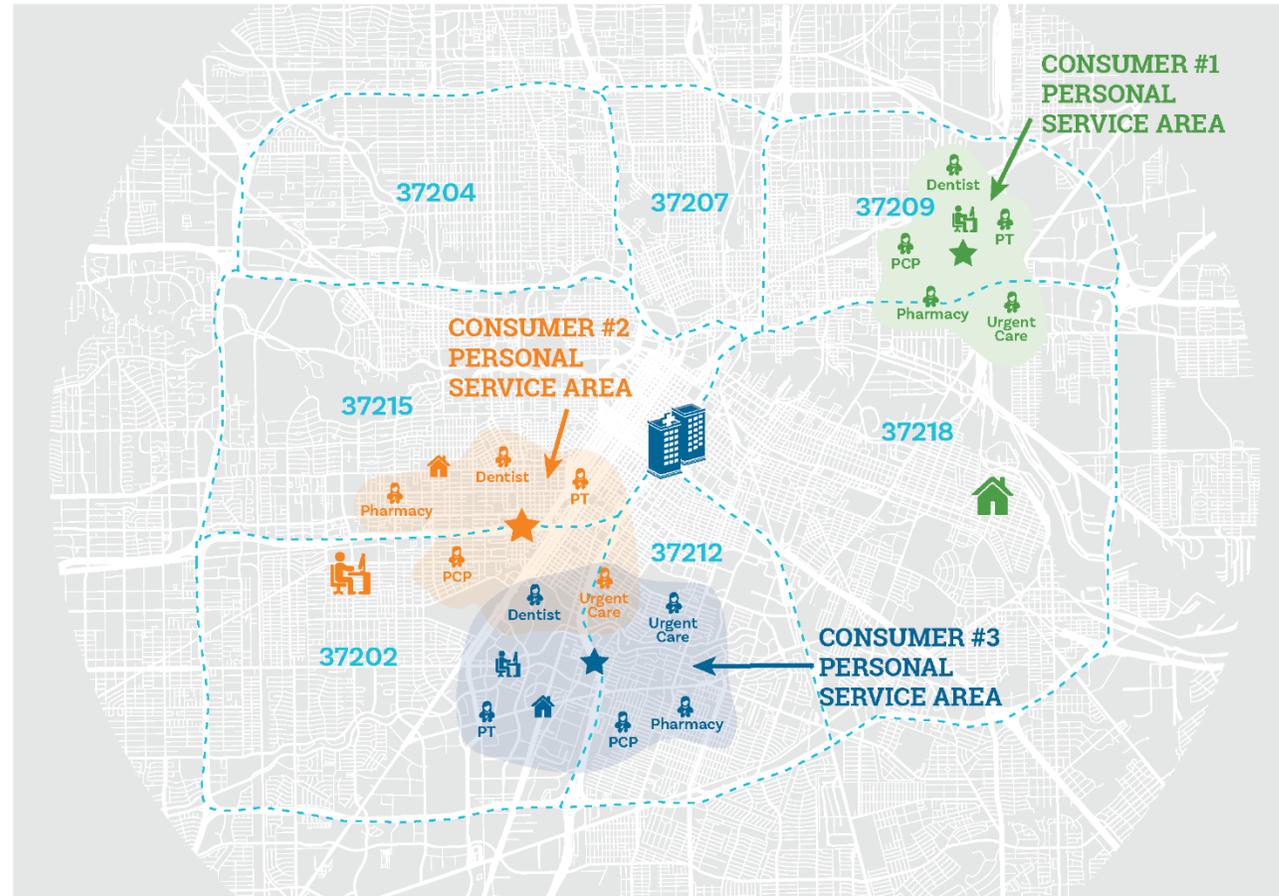
Surgical volume of **commercially insured** patients by site of service.

Dr. Lombardi referred majority of commercially insured patients to his outpatient surgical center rather than affiliated hospital.

Redefining a Market with a *Patient Centroid Approach*

Understand where your most valuable patients access care *based on their behaviors*.

This marries strategy with analytics to inform operations, site selection, marketing and finance.



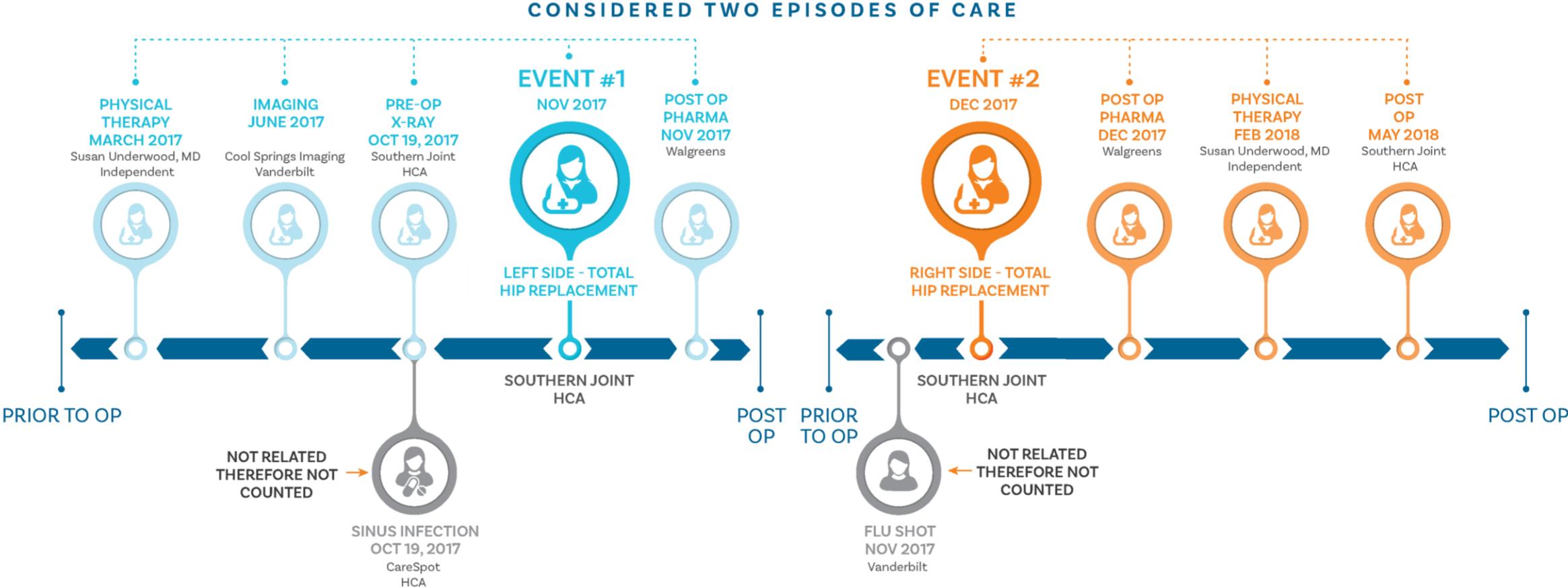
-  CONSUMER #1 CARE ACCESS POINTS
-  CONSUMER #1 CENTROID
-  CONSUMER #1 PERSONAL SERVICE AREA

-  CONSUMER #2 CARE ACCESS POINTS
-  CONSUMER #2 CENTROID
-  CONSUMER #2 PERSONAL SERVICE AREA

-  CONSUMER #3 CARE ACCESS POINTS
-  CONSUMER #3 CENTROID
-  CONSUMER #3 PERSONAL SERVICE AREA

-  ZIP CODE BORDERS

Building Episodes of Care



Analytics Platform

Market Snapshot Dashboard

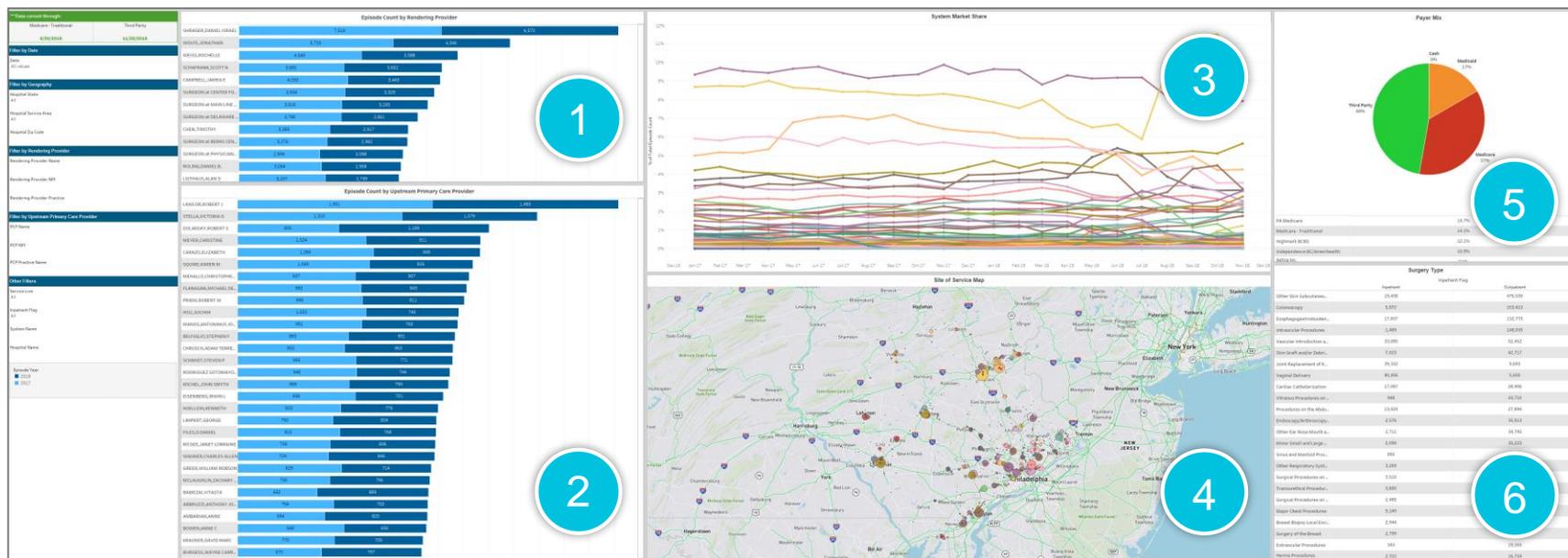
The market snapshot dashboard provides high level insight into target markets. Specific insights include:

1. Patient Demographics
2. Surgical Episode Volume and Market Share
3. Surgical Volume by Patient Personal Service Area
4. Payer Mix



Episode & Referral Analytics Dashboard

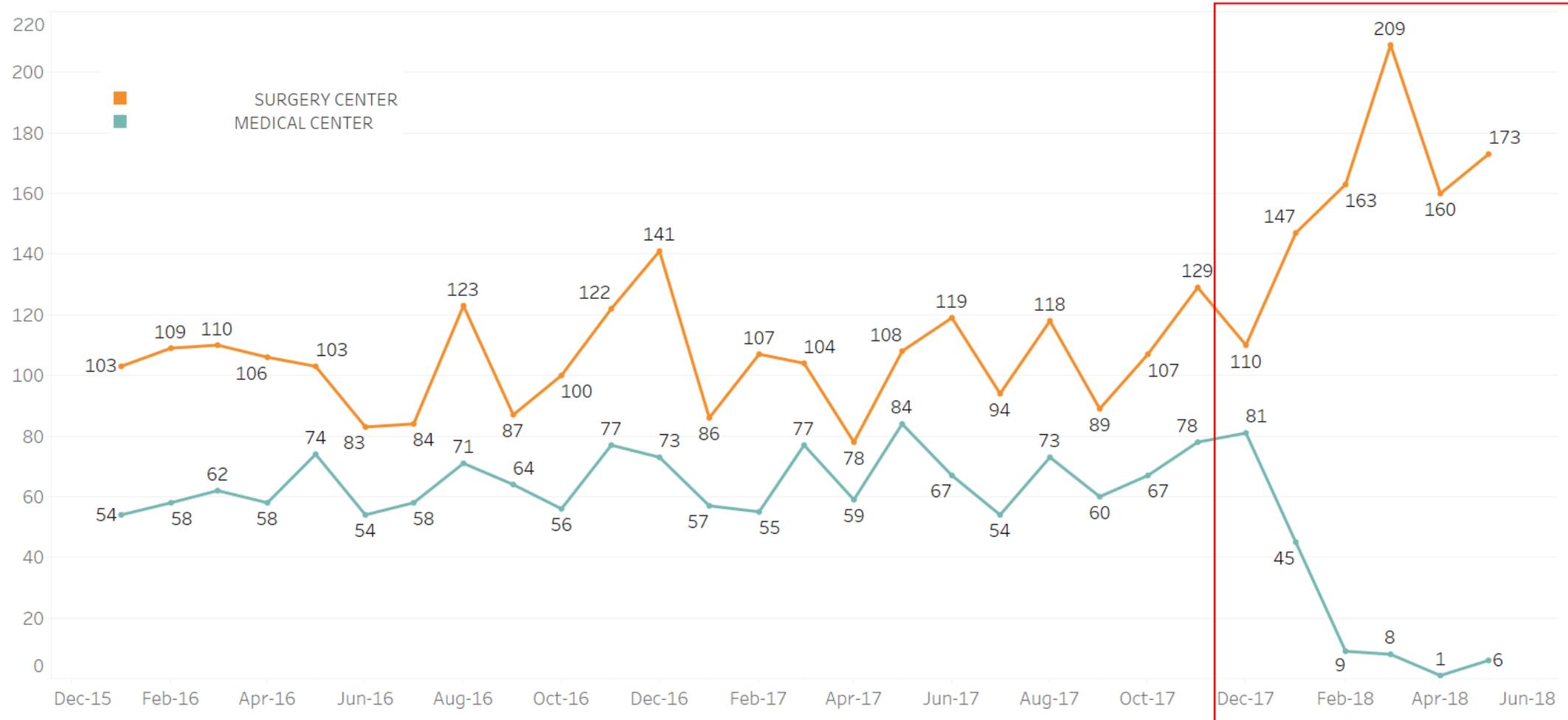
Understand surgeon splitting behavior, facility alignment, payer mix, and plan name for each surgical episode type, each surgeon's surgery, and facility. Additionally, the primary care provider upstream referral chain is displayed so users will know which primary care provider's referrals generated surgical volume.



1. Episode Count by Rendering Provider
2. Episode Count by Upstream Primary Care Provider
3. System Market Share
4. Site of Service Map
5. Payer Mix & Parent Plan Name
6. Surgery Type

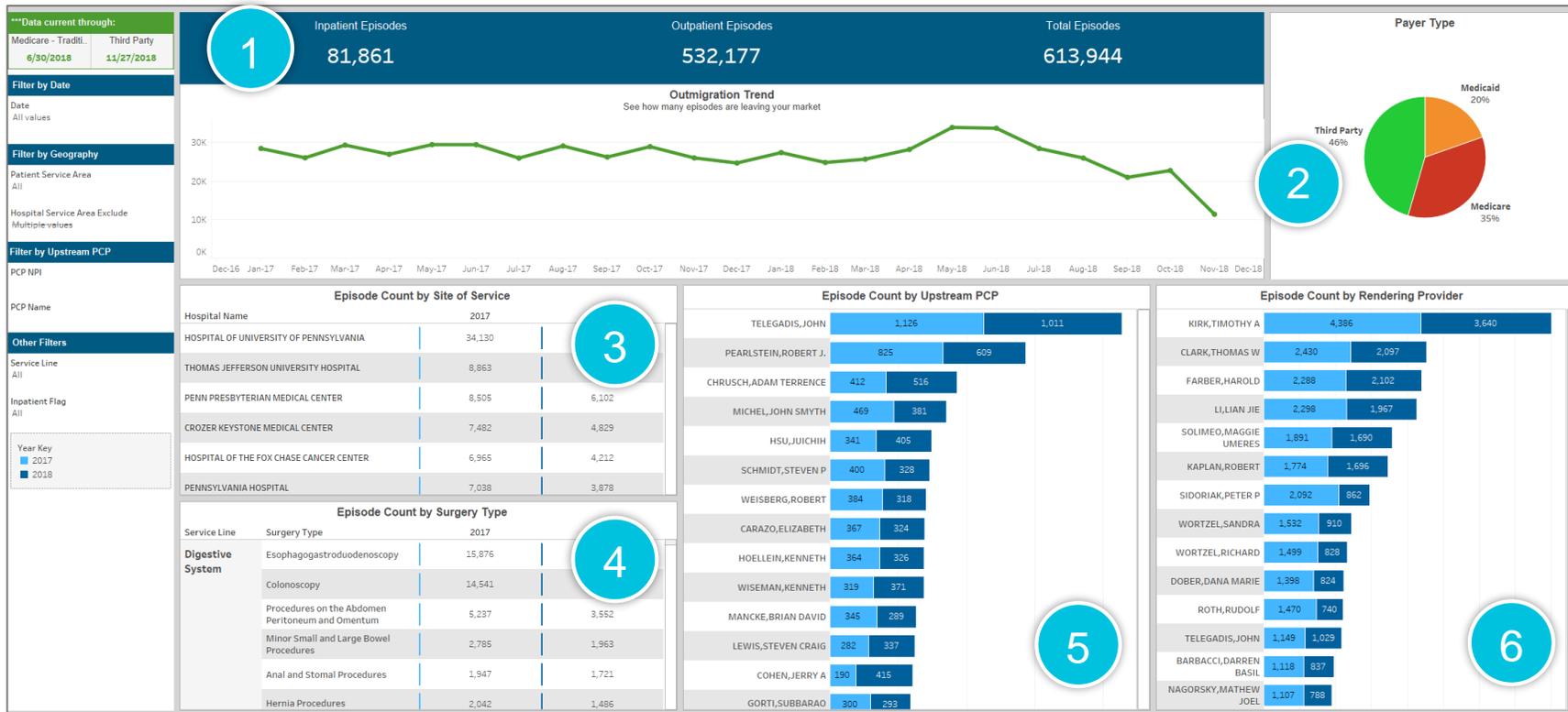
Example: Orthopedic Alignment

Change in Orthopedic Alignment Shifting Surgical Cases Away



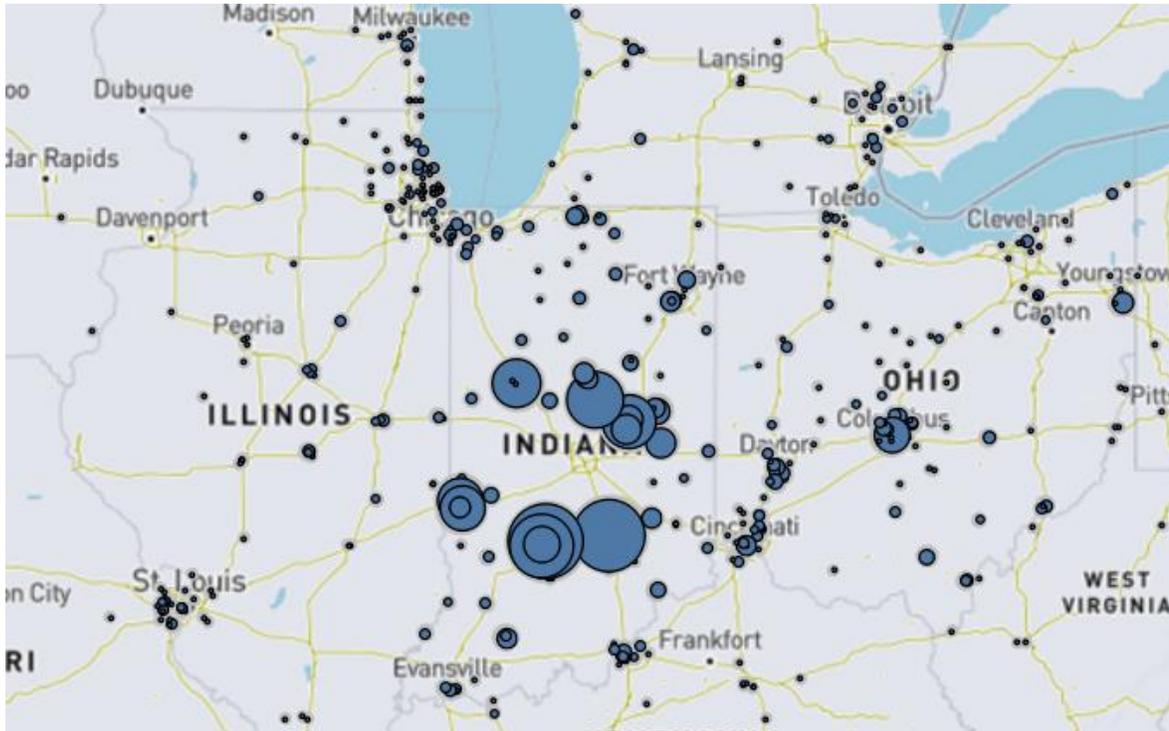
Episode Outmigration Analytics Dashboard

This dashboard shows patient outmigration for medical procedures by service line, outmigration volume, the associated payer mix, plan name detail, and the organization capturing the outmigration.



1. Inpatient, Outpatient & Total Episodes
2. Payer Mix
3. Episode Count by Site of Service
4. Episode Count by Surgery Type
5. Episode Count by Upstream PCP
6. Episode Count by Rendering Provider

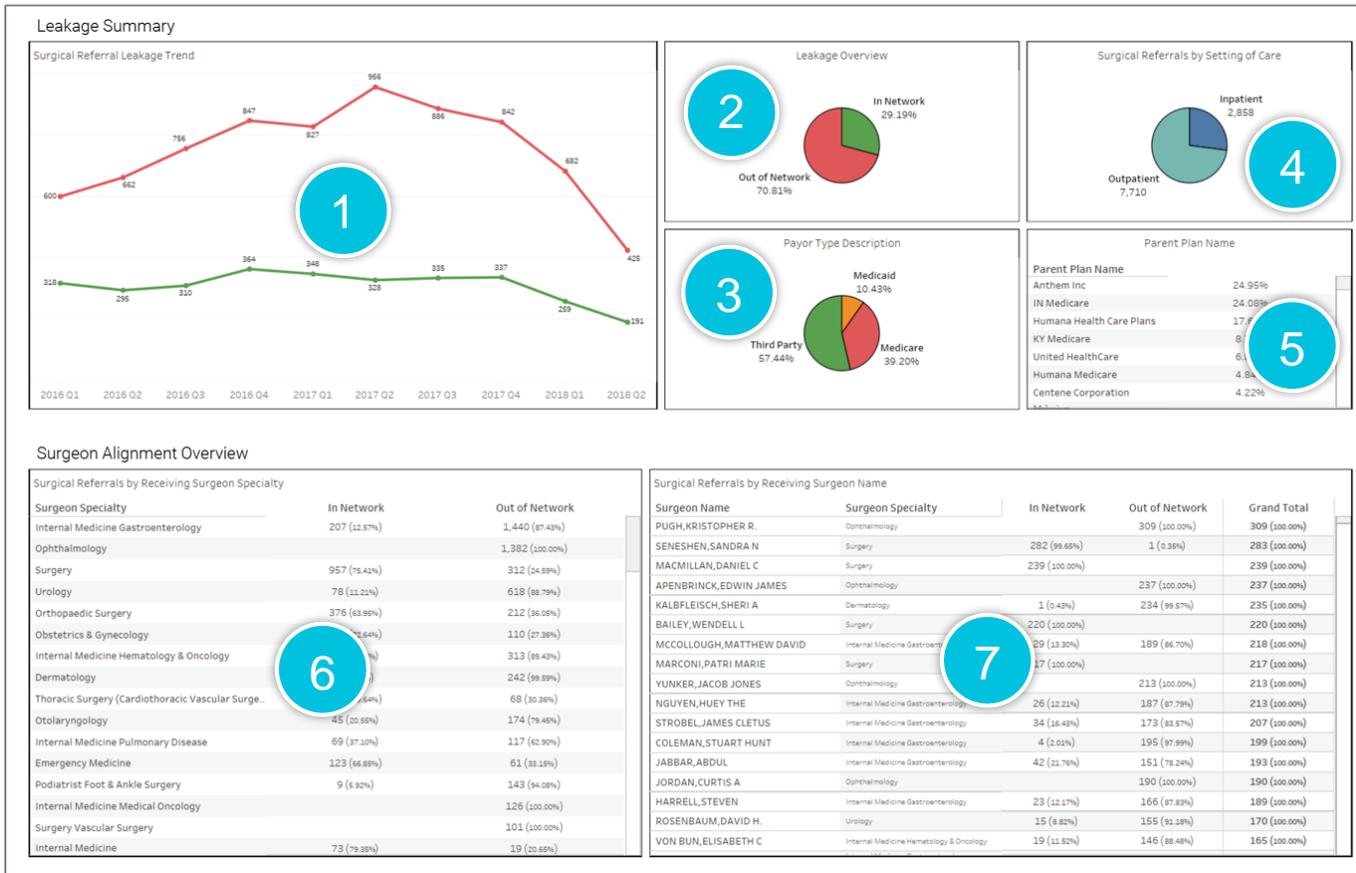
Example Outmigration: Top Five Competitors



IU HEALTH BLOOMINGTON	6.76%
COLUMBUS REGIONAL HOSPITAL	6.26%
SOUTHERN INDIANA SURGERY CENTER	4.90%
IU HEALTH TIPTON HOSPITAL	3.86%
ST VINCENT ANDERSON REGIONAL HOSPITAL	3.46%

Since 2016,
4,041 Orthopedic Surgical Episodes left Indianapolis

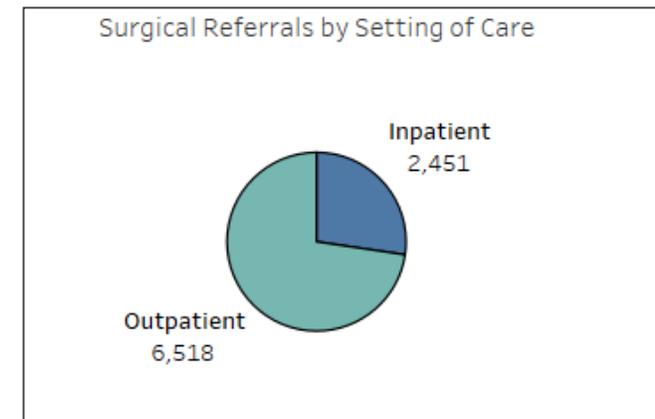
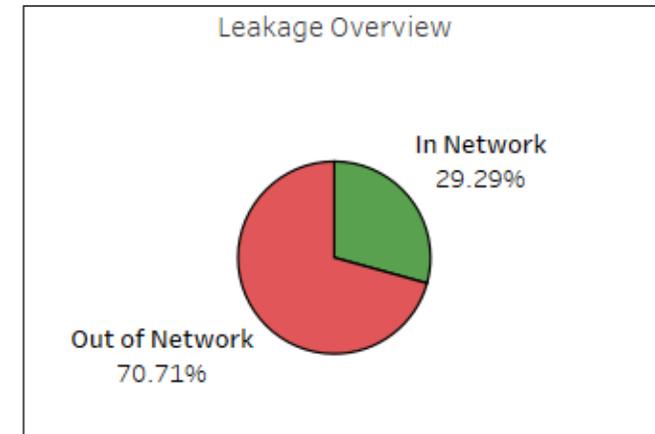
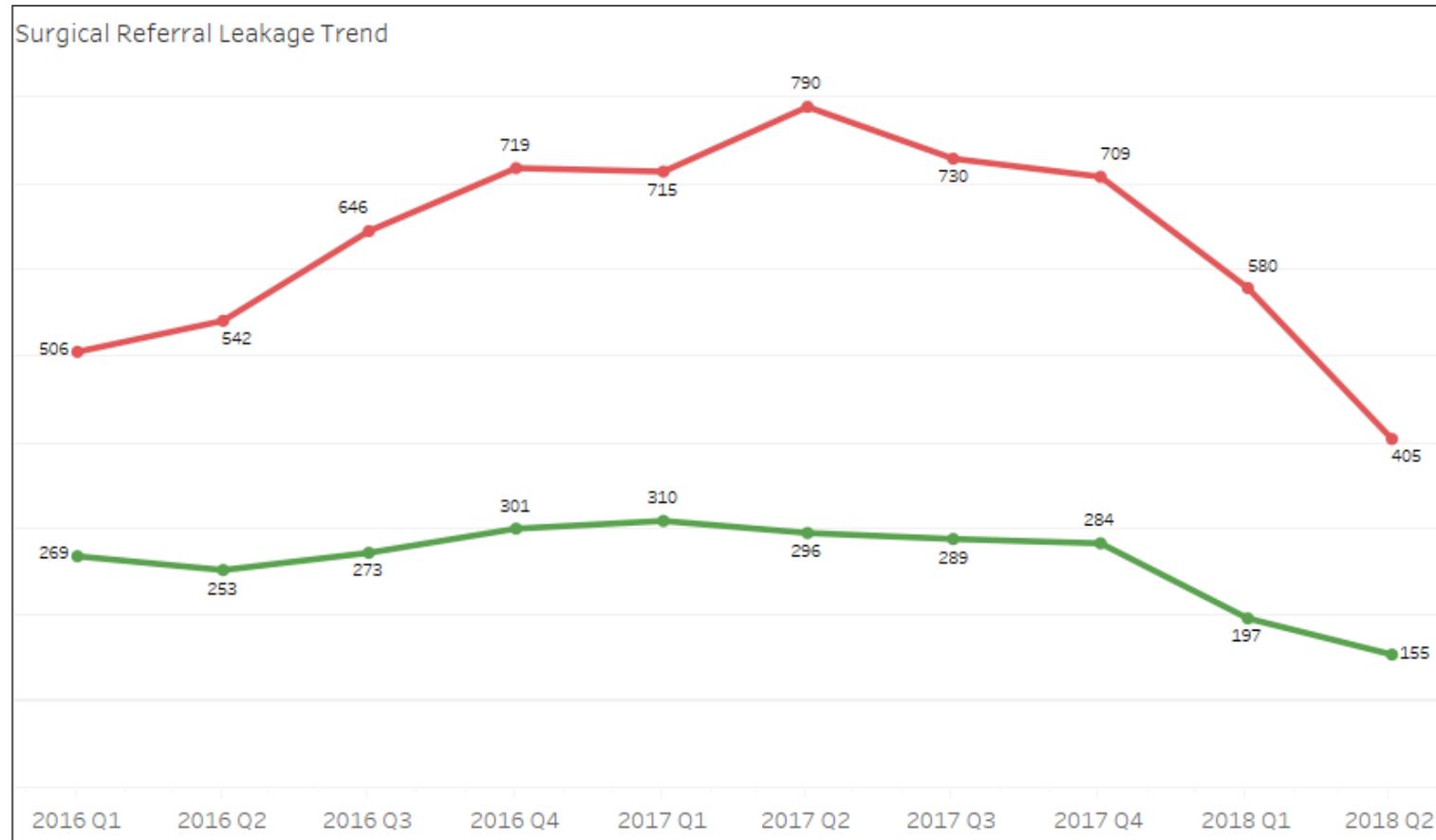
PCP Network Analysis



1. Surgical Referral Leakage Trend
2. Leakage Overview
3. Payer Mix
4. Settings of Care
5. Parent Plan
6. Surgical Procedure
7. Rendering Surgeon

Example: Primary Care Network Analysis

Hospital A Surgical Leakage from Employed Primary Care Physicians



ED Analysis: 30 days After Event

Rendering Entity

Rendering Organization	Service Year		
	2016	2017	2018
ASCENSION HEALTHCARE	3,996	3,361	1,474
ST VINCENT EMERGENCY PHYSICIANS	3,362	2,449	1,045
HAMILTON EMERGENCY PHYSICIANS	1,662	1,488	615
INDIANA PHYSICIAN MANAGEMENT	713	507	216
ST VINCENT PHYSICIAN SERVICE HOSPITAL AND HEALTH CARE CENTER	392	423	204
HSHS HOSPITAL SISTERS HEALTH SYSTEM	277	337	168
RIVERVIEW HOSPITAL	342	165	147
INDIANA PHYSICIAN MANAGEMENT-HENRY	280	241	118
INDIANA PHYSICIAN MANAGEMENT-NORTHEAST	259	198	79
HANCOCK REGIONAL HOSPITAL GREENFIELD INDIANA	254	140	88

Procedure Group

procedure_group (group)	
Other Proc Code	11,131
Evaluation and Management - Office/other outpatient services	9,078
Radiology - diagnostic radiology	8,186
Evaluation and Management - Emergency department services	5,442
Pathology and laboratory - chemistry	3,925
Pathology and laboratory - organ or disease-oriented panels	3,899
Surgery - cardiovascular system	3,849
Pathology and laboratory - hematology and coagulation	3,799
Evaluation and Management - Hospital inpatient services	3,239
Medicine - cardiovascular	2,699
Pathology and laboratory - microbiology	2,230
Radiology - diagnostic ultrasound	2,221
Pathology and laboratory - urinalysis	2,217

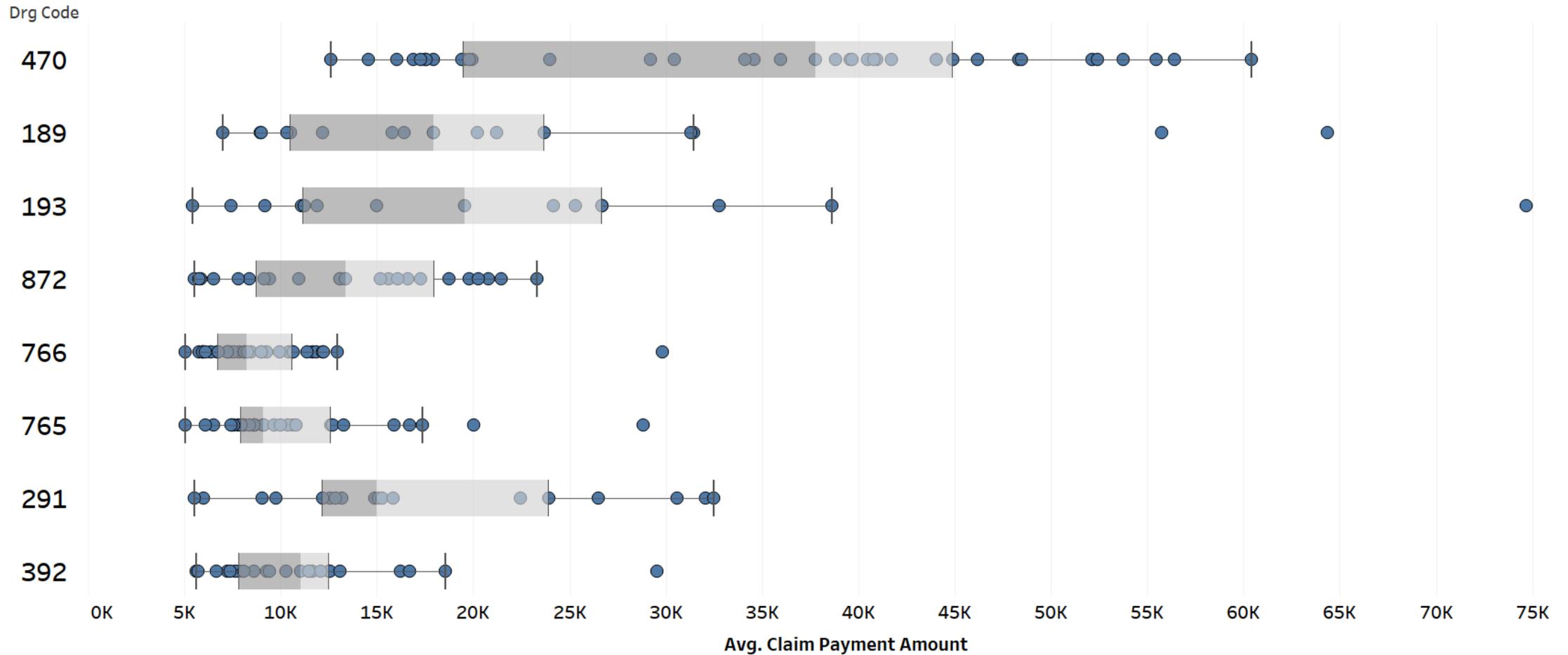
Site of Service

Rendering Facility	Rendering Address	Service Year		
		2016	2017	2018
2001 W 86TH ST	St. Vincent Indianapolis	4,934	4,222	2,050
395 WESTFIELD RD	Riverview Health	1,056	1,078	673
2560 N SHADELAND AVE	Mid America Clinical Labs	1,038	741	414
13500 N MERIDIAN ST	St. Vincent Carmel Hospital	282	281	313
8414 NAAB RD	Saint Vincent's Primary Care Center	73	400	304
8402 HARCOURT RD	St. Vincent Indianapolis - Hospital & Health Care Center	172	223	191
8550 NAAB RD	St Vincent Breast Center	148	104	180
18051 RIVER RD	Noblesville Family Medicine	324	192	112
950 E VIRGINIA ST	American Medical Response	5	24	105
7150 CLEARVISTA DR	Community Hospital North Indianapolis	355	256	100

Rendering Provider

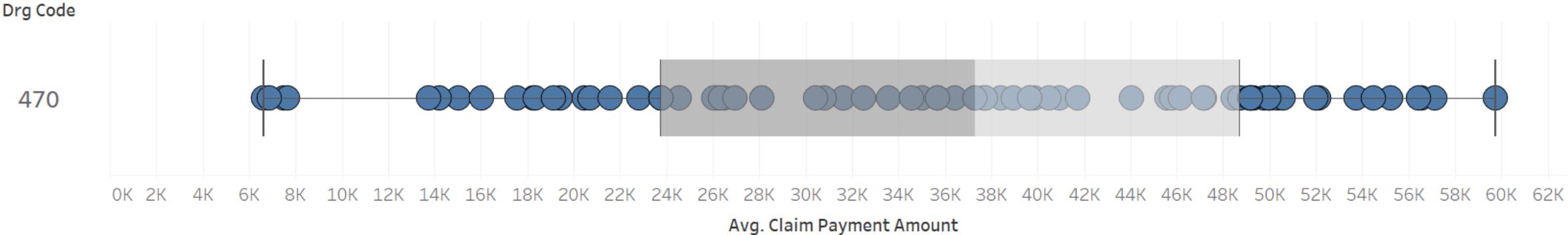
Rendering Provider Name	Rendering Provider Specialty	
LITTLE, JASON DEWITT	Pediatrics	1,166
REIGER, MARK	Emergency Medicine	944
HOWARD, JOHN	Emergency Medicine	936
BEAN, WILLIAM	Emergency Medicine	903
CONNOR, THOMAS	Emergency Medicine	840
HOLE, TONYA J	Emergency Medicine	831
ROOT, TIMOTHY	Emergency Medicine	805
BARKER, JENNIFER RAE	Emergency Medicine	758
YAHALOM, SHIRA	Emergency Medicine	737
WILHAM, MICHAEL	Emergency Medicine	725
REILLY, MARY	Emergency Medicine	579
VENIS, RYAN	Emergency Medicine	561
KHOULI, MICHAEL M	Emergency Medicine	560
SWIGART, WILLIAM	Emergency Medicine	557

Payer Strategy: Average Claim Payment by DRG

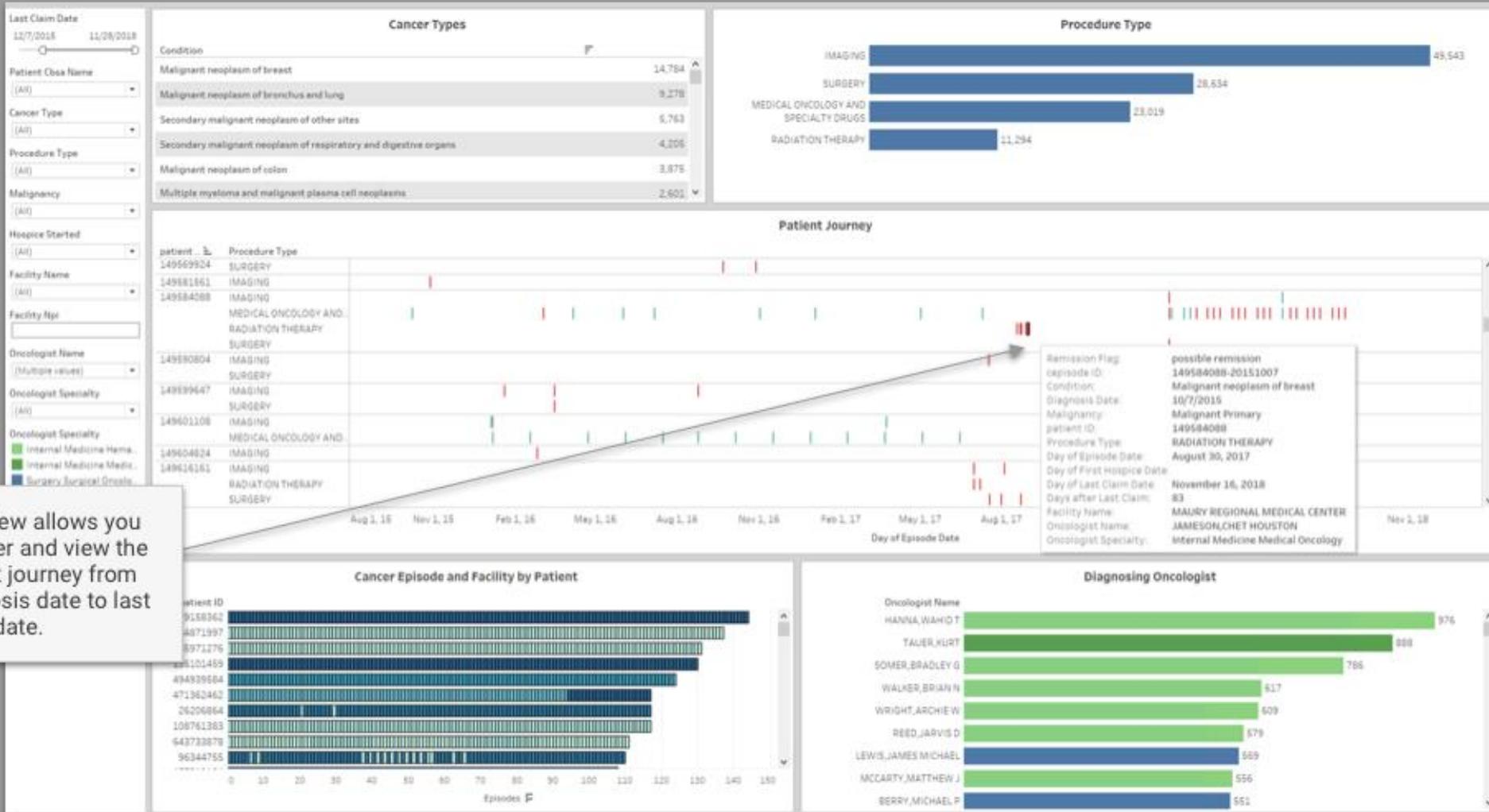


Example: Claim Payment for 470 by United Healthcare

Payer Name:	United Healthcare	
DRG Code:	470	
DRG Description:	MAJOR HIP AND KNEE JOINT REPLACEMENT	
Upper Whisker:	\$59,744	
Upper Hinge:	\$48,744	
Median:	\$37,304	
Lower Hinge:	\$23,777	
Lower Whisker:	\$6,628	



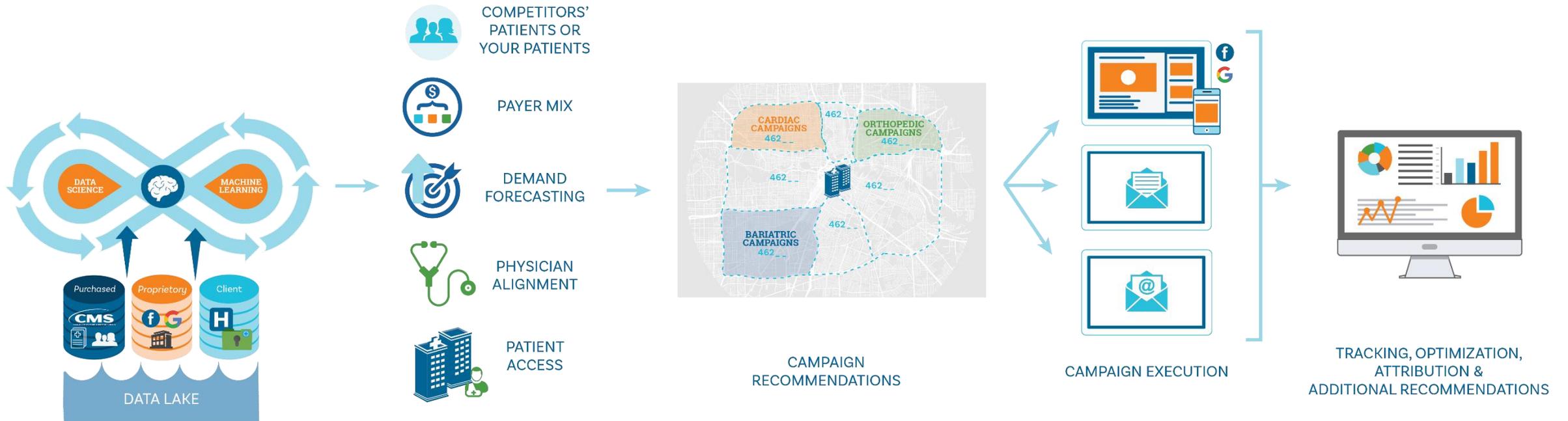
Oncology Patient Journey – Share of Wallet



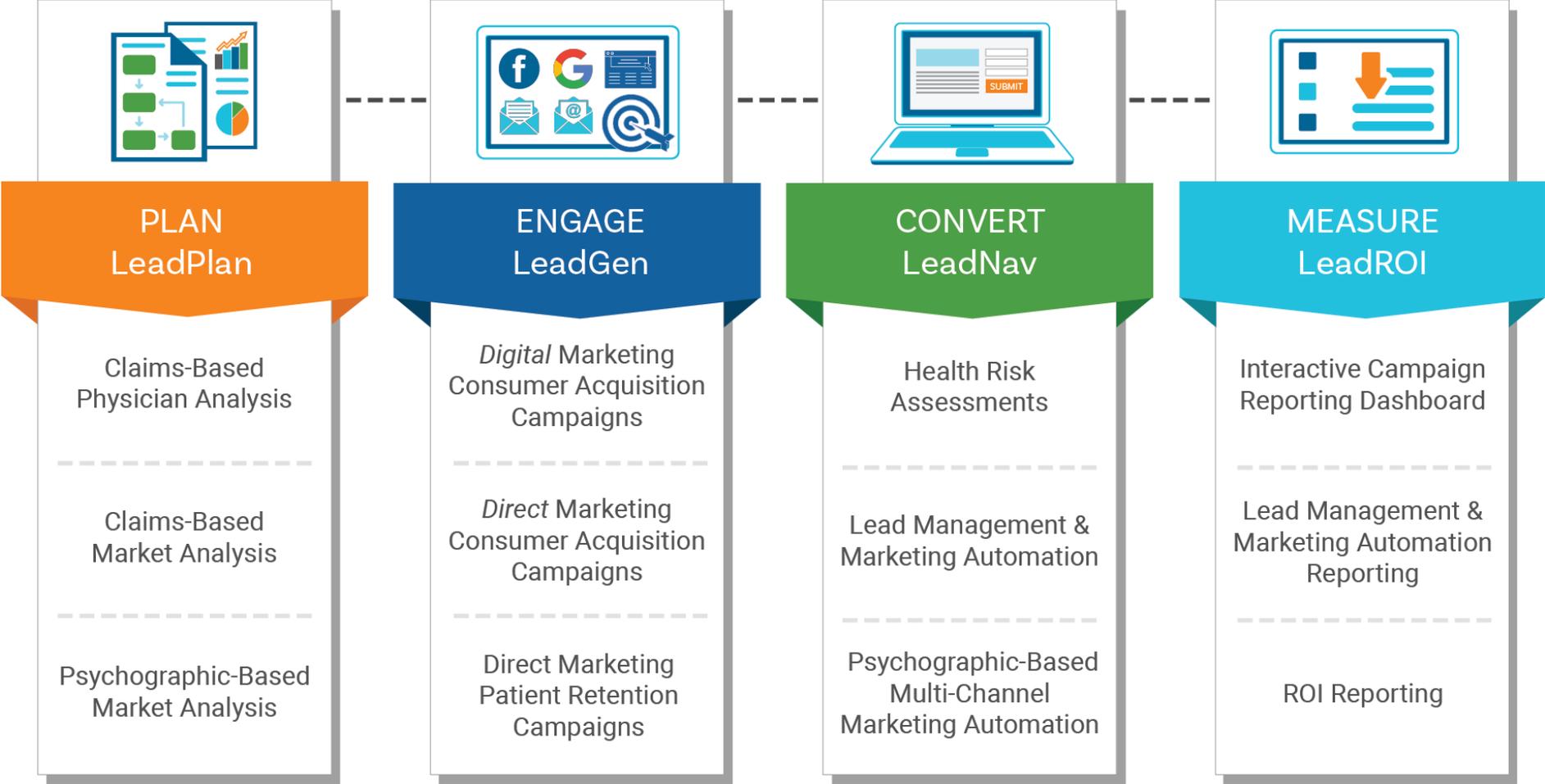
This view allows you to hover and view the patient journey from diagnosis date to last claim date.

Consumer Acquisition Platform

Customer Acquisition Platform



Consumer Acquisition Strategy



trillianhealth.com

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PRESCRIPTION

Growth

