Optum® Crimson Medical Group Advantage is a blend of technology and support services that provides unparalleled visibility across all areas of medical group performance. With this comprehensive set of tools, administrators and physicians can rapidly move from problem diagnosis to strategically implementing effective and sustainable change.

**How do I engage physicians in performance improvement?**

- **Evaluate and benchmark individual provider performance** on a monthly basis across productivity, cost, patient access, coding distribution and patient panel demographics.
- **Enable physicians to analyze their own performance**, have meaningful conversations about uncovering improvement opportunities and track and maintain performance progress.

**How do I run my medical group more effectively?**

- **Gain unprecedented visibility** into areas of greatest opportunity across practice operations, revenue cycle performance, cost management and provider productivity from a single platform.
- **Obtain detailed, actionable insight into opportunities** to increase the overall return on investment from employed providers through increased production, reduced cost and higher market share.

**How do I evaluate and increase total contribution to my health system?**

- **Track and assess the value of referral leakage** to competing facilities by service line and physician. Better understand market dynamics that impact referral patterns.
- **Quantify and compare downstream impact** generated by individual providers and analyze correlations between provider efficiency metrics and downstream revenue contributions.

**Comprehensive set of tools**

- Drill-down dashboards provide immediate insight into root cause and solutions.
- Proprietary, benchmark-driven analytics enable peer-to-peer comparisons.
- Impact calculators quantify and compare scenarios to improve decision-making.
- Heat maps provide visibility into referral patterns to reduce leakage.
- A progressive peer network, dedicated member support, research and toolkits drive overall medical group success.
Learn more about how Crimson Medical Group Advantage can help your medical group.

For more information visit advisory.com/CMGA