Learn more about how Optum Market Advantage can give you better visibility into your market.

Is poor market visibility compromising your growth?

Understand your true growth potential

The average hospital dramatically underestimates the number of physicians representing volume growth opportunity and has minimal visibility into revenue leakage on the outpatient side.

**Much greater opportunity than believed**

Outpatient segment significant

- 47% more physicians
- Net revenue $59M

**Average outpatient net revenue leakage**

- Top 4 outpatient service lines
  - $2.3M Orthopedics
  - $9.0M Radiology
  - $3.6M Oncology
  - $5.7M Cardiology
  - **$20.6M**

Target with precision to maximize impact of physician outreach

The key to capturing more volume with existing resources is prioritizing the physician relationships most likely to drive impact. Progressive organizations are using comprehensive data sets and sophisticated analytics to find the PCPs and specialists who will be essential to achieving volume and quality objectives.

**Sample prioritization analysis**

- Focus on PCPs not employed by competitors
- Find PCPs leaking over $500K in downstream orthopedic procedural revenue
- Narrow to PCPs with an existing connection to one or more hospital-aligned specialists
- Prioritize PCPs connected to aligned specialists with low complication and readmission rates

**Top 4 outpatient service lines**

- Orthopedics
- Radiology
- Oncology
- Cardiology

**Net revenue leakage**

- Orthopedics: $2.3M
- Oncology: $3.6M
- Cardiology: $5.7M
- Radiology: $9.0M

**Total net revenue leakage: $20.6M**

Apply data-driven insight to each physician interaction

A personalized approach to each physician interaction is key to building enduring relationships. Organizations with best-in-class physician alignment are mining referral data to uncover insights around physician behavior and connections, which enables them to craft highly tailored messaging and approach.

**A tale of two PCPs: similar on the surface yet so very different**

<table>
<thead>
<tr>
<th>PCP A</th>
<th>PCP B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice location</td>
<td>Within 10 miles</td>
</tr>
<tr>
<td>Value of downstream orthopedist leakage/value of leakage in other priority service lines</td>
<td>$980K/$1.3M</td>
</tr>
<tr>
<td>Percent of revenue referred to top 3 orthopedists</td>
<td>32%</td>
</tr>
<tr>
<td>Total number of orthopedist connections</td>
<td>11</td>
</tr>
<tr>
<td>Loyalty vs. peers in practice</td>
<td>Similar</td>
</tr>
</tbody>
</table>

**Outreach**

- PCP A: Organized opportunities for all PCPs in practice to meet orthopedists; discussed referral process inefficiencies and potential ways to streamline process
- PCP B: Hospital executive meets with PCP B, surfaces negative past experiences, arranges tour of facilities and meetings with employed specialists

**RESULT:**

- **$2.1M** New revenue from all PCPs in practice
- **$800K** New revenue from PCP B across priority service lines

---

1 Among physicians directing 30% or more of their volume to an institution. Figures based on analysis of data of over 200 Optum® Market Advantage clients.

2 Figures based on analysis of data of over 200 Optum Market Advantage clients.