Running a medical group successfully requires insight into a number of different areas of performance. Unfortunately, pulling data from multiple sources and splicing it in countless ways to drill down into performance, is an incredibly time-intensive process.

Crimson Medical Group Advantage is a platform that combines all of an organization’s data systems — including electronic medical records (EMRs) — to provide unparalleled visibility across all areas of medical performance, through easy-to-read dashboards. With this platform, administrators and physicians can rapidly move from problem diagnosis to strategically implementing effective and sustainable change.

Through the Crimson Medical Group Advantage platform, you’ll have access to:

- Drill-down dashboards that provide immediate insight into root causes and solutions
- Impact calculators that quantify and compare scenarios to improve decision making
- Proprietary benchmark-driven analytics that enable peer-to-peer comparisons
- Heat maps that provide visibility into referral patterns to reduce leakage
- A progressive peer network, dedicated member support, research and toolkits to drive overall medical group success

Think your EMR shows the full view of your performance? **Think again.**

EMRs are great clinical workflow capture tools, however, they only capture a snapshot in time. They show what happened, when and how physicians are performing. To properly improve performance and demonstrate value, medical groups need an analytics tool to extract insights and identify root causes. For instance, why is something happening? What will happen if it continues? What should be done to improve?

**This is where Crimson Medical Group Advantage excels.**
What you can do with Crimson Medical Group Advantage

**Run** your medical group more effectively

Gain visibility into the greatest areas of opportunity across practice operations, revenue cycle performance, cost management and provider productivity from a single platform. This platform provides a single source of truth for all data to ensure medical groups are on the same page, and operating towards peak performance.

**Engage** physicians in performance improvement

Unite physicians by fostering a culture of transparency and providing physician-level dashboards that enable them to take control of their own performance. Leverage performance data — both on an individual and system-wide basis — to ensure physicians are fairly rewarded for performance improvement.

**Increase** contribution to the health system

Support the transition to value-based care with advanced capabilities for understanding and managing risk, and improving the care of populations. Drive value even further by tracking and monitoring other key factors of growth and performance across the entire health system including revenue cycle, patient access and distribution of services.

**Prove** your medical group’s value

Funnel multiple sources of data into easy-to-read executive dashboards for a comprehensive view into medical group value — and the key drivers for improving it. These dashboards provide a complete picture of medical group performance, enabling quantification of ongoing investment and ROI across practices, divisions and service lines.

**For more information about Crimson Medical Group Advantage** or to schedule a demonstration, contact us at:

**Call** 1-800-765-6705  
**Email** inform@optum.com  
**Visit** optum.com