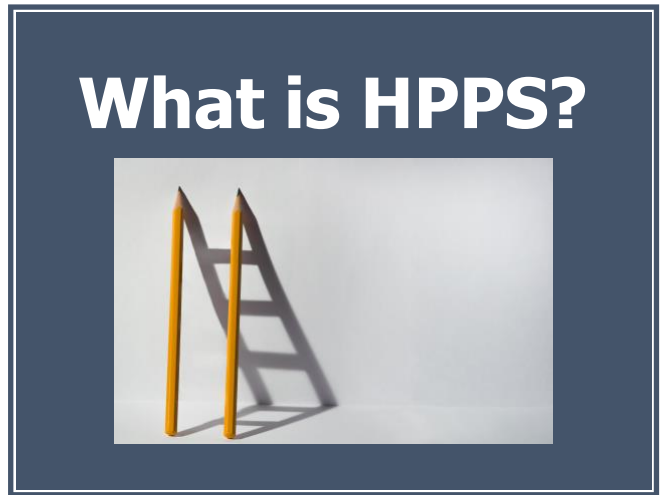


Perhaps you already have a good understanding of your market for specific care “products” (e.g. ACL repair, MRI, labor and delivery) and how decision-makers behave, but you are looking for more comprehensive and prescriptive information about what you might do to optimally impact those decisions. A behavioral scorecard can provide you with detailed insights about how referring physicians and patients will respond to healthcare service product changes, even in a future world of uncertainty, and compare this change relative to the current market volume. MII’s **Healthcare Provider Predictive Scorecard (HPPS)** offers these distinctive capabilities.



## The Breakdown

**H=Healthcare, P=Provider.** Our scorecard provides *measurements* of the impact of care product configurations on referring physician recommendations and consumer provider (facility) choice decisions (i.e. in a competitive environment)

**P=Predictive.** HPPS is a “forward-looking” measurement of behavior regarding provider choice. We do not base our predictions on historical data, but rather *predict* what future behavior will be as a result of changes in drivers of decision making, such as de/increased prices, better healthcare outcomes, improved access, more effective communications

**S=Scorecard.** You will receive a dashboard with detailed behavioral metrics depicting *your* product volume changes associated with varying combinations of product features

## Benefits and Advantages

- Drives more informed pricing decisions about charges and out-of-pocket expenses by measuring *price elasticity* (change in care product volume in response to a change in its price). This can enable you to avoid the trap of raising or lowering prices based on anecdotal evidence
- Evaluates your *brand strength* for specific care products (e.g. ACL repair) relative to your local competitors
- Enables you to factor *non-price product features* into your decisions based on the likely impact that improving these features will have on volume and revenue
- Provides *credible predictions* of care product-specific volume for future care product configurations you design
- Helps you to understand how vulnerable your care product is to potential pricing and non-pricing actions taken by competitors

**HPPS** is a set of behavioral measures, grouped according to categories of referring physician and patient decision drivers. These decision drivers provide you with proprietary business intelligence on how to truly *compete on value* in your local market

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