

Market Innovations Inc. (MII) is excited to announce the launch of **Healthcare Provider Predictive Scorecard (HPPS)**, a product-specific set of behavioral measures, grouped according to descriptive categories of referring physician and patient decision drivers. These decision drivers provide you with business intelligence on how providers can compete on value in today's rapidly changing market.

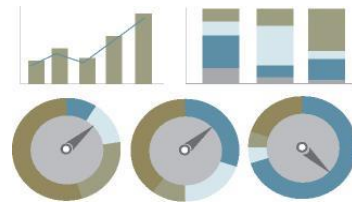


A New, Science-based Market Assessment

Based on a decade of healthcare research and work with leading medical centers, **HPPS** is based on behavioral economics and predictive measurements of your local market. In the context of a care product, this quantitative information will help you understand brand equity, price elasticity, and the financial potential of delivering on value. **HPPS** is built on proprietary data obtained from research conducted with referring physicians and consumers in your market.

A Scorecard and More

In addition to providing you with a product-specific scorecard, **HPPS** also provides an executive summary and set of strategic, scenario-based simulation results that reflect potential actions your organization could take as well as actions of your competitors.



MII is committed to delivering a distinctive yet affordable solution to provide you with metrics, tools, and actionable insights to help you compete on value.
