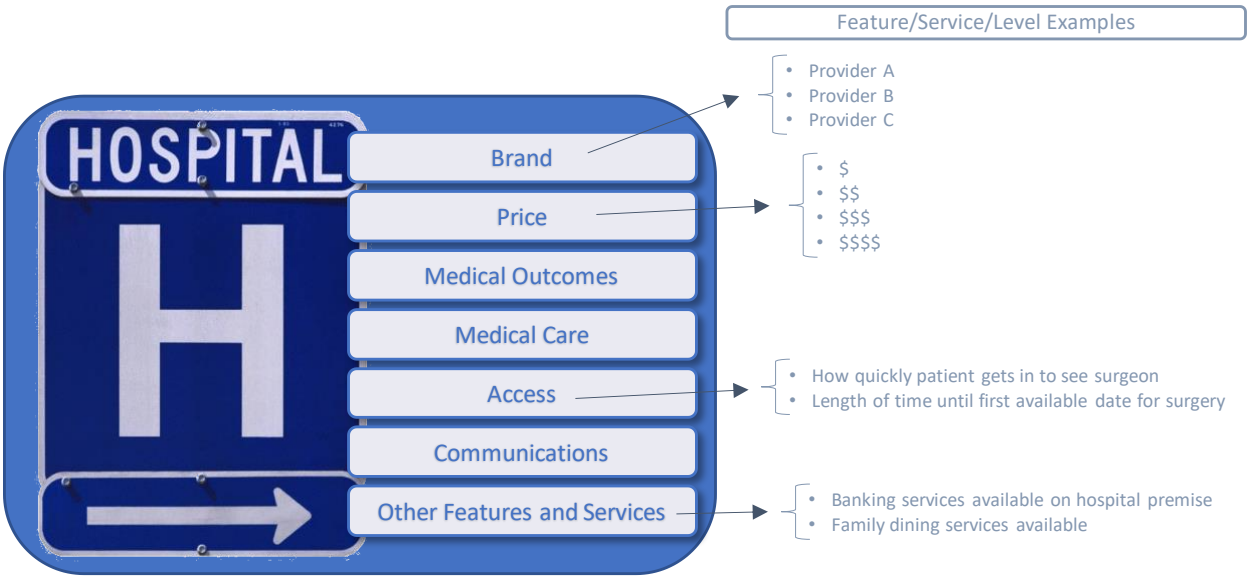
A behavioral scorecard can provide you with detailed insights about how referring physicians and patients will respond to healthcare service product changes, even in a future world of uncertainty, and compare this change relative to your market volume today. Built on proprietary data obtained from research conducted with referring physicians and consumers in your market, Market Innovations' Healthcare Provider Predictive Scorecard (HPPS) offers you distinctive benefits.

- Enables you to assess the current market behavior alongside a "forward-looking" measurement of behavior
- Provides market- and care product-specific insights into price elasticity, relative brand strength and important strategic and operational levers like improving access or offering a new surgical technique that reduces risk of re-operation
- Delivers an executive summary of insights, including several scenario-based simulation results, giving you even more detailed information than traditional surveys about how the market will respond in different situations

Decomposing a Care Product into HPPS

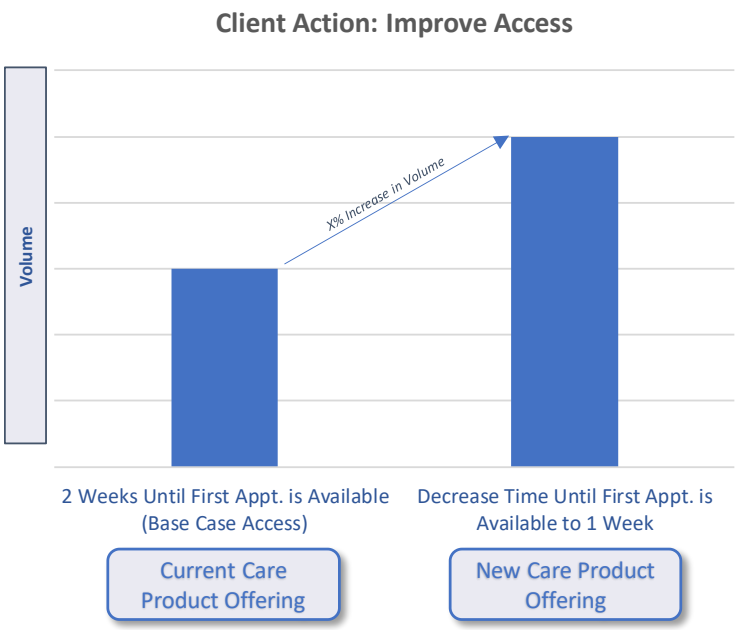
What is a care product offering? It is composed of the most critical features and services from the referring physicians' and consumers' perspectives that define what the care product is. The care product can be dissected into seven categories: brand, price, medical outcomes, medical care, access, communications, and other features or services.



Considering ACL repair as an example care product, one medical outcome feature could be expressed as how quickly the patient returns to normal activity; an access feature could describe how quickly the patient will get in for the ACL surgery. The combination of the features tested across the seven categories (with varying features and services tested) define the care product.

Behavioral Measures

HPPS helps you understand the relative importance of key features by providing a behavioral measure of the market for a specific care product (e.g. ACL repair surgery, MRI of the brain,); this behavioral measure is expressed as volume (e.g. office visits, number of surgeries). HPPS can make several comparisons of the behavioral measure that provide insights about the relative importance of each feature tested individually or in varying combinations.



- Today's volume can be compared to a future volume when features are changed (improve or deteriorate). We commonly refer to the specific configuration of features and services that define today's care product and corresponding volume as the *Base Case*
- HPPS can also make behavioral measure comparisons to a distinctive Client feature (referred to as an *Anchor*). An example of an *Anchor* could be that the Client has an ACL surgeon with subspecialty skills or a high volume of patients per year (versus no subspecialty or low volume of patients per year)
- HPPS volume can also be used as an input to your proprietary financial models to make revenue or profitability projections about future scenarios where features are improved; thus, providing you with comparative estimates of the financial impact that different scenarios could have

ACL Repair Case

For a market leader in ACL repair, the Client was concerned about protecting their local market share as well as wanting a deeper understanding of the premium their leading-edge repair technique could garner in the marketplace. HPPS was applied to their market among commercial paying consumers and referring physicians. In doing so, MII determined the price sensitivity of referring physicians and consumers, the Client's relative brand strength in this market for ACL repair, services and features that consumers value most and the impact of improving each one individually and in different combinations, and the expected volume shifts under different future market scenarios.