



PLANNING

BENEFITS

- Quantify market volume and your market position by service and site of care.
- Anticipate and implement service development opportunities for an edge over the competition.
- Guide appropriate capital budgeting, investment, and resource-allocation decisions.
- Expend fewer resources to gather and format data, so you can spend more time on analysis and recommendations.

FACT: More than 1 billion outpatient claims are analyzed annually to inform our outpatient solutions.

Market Expert[®]

The Truven Health Market Expert Strategic Planning Solution enables strategic planners to analyze healthcare utilization and consumer data to better understand and predict the healthcare needs and buying habits within the community — shaping effective business development strategies.

Overview

Market Expert is a powerful, web-based strategic planning data reporting and modeling solution that delivers detailed market analyses and utilization. Planners gain a wealth of information that identifies emerging market trends, consumer characteristics, and their potential business impact. This knowledge helps support sound strategic decisions. Truven Health AnalyticsSM combines reliable public data with proprietary data to help reduce the cost and complexity of the planning process.

Get Precise Insight Into Your Local Market

Market Expert consolidates inpatient and outpatient data from multiple sources, giving strategic planners easy access to the largest source of vital information through both standard reports and customizable queries.

Access Powerful Information for Confident Decisions

Market Expert delivers detailed analyses of historic and projected market and facility patient volume and offers insight into physician demand, disease prevalence, and health status.

The market intelligence delivered via Market Expert uses powerful methodologies to capture unique characteristics and local variations in utilization and practice patterns — backed by comprehensive data and validation studies.

FEATURES

- Custom configuration gives your team timely access to the market intelligence you need.
- Custom analysis incorporates your facility's data, links to Market Expert data, and creates custom queries to enhance analyses.
- Ready information access shortens the cycle time from planning to implementation.
- Presentation-ready documents allow valuable information to be easily shared across all levels of your organization.
- Web-based system reduces hardware requirements and delivers the latest data as soon as it becomes available.

Outpatient analysis is powered by one of the largest data sets in the industry — representing more than 640 million new outpatient claims per year including Truven Health MarketScan®, a proprietary database with the claims experience of more than 45 million unique patients for creating forecasting models, norms, and benchmarks.

Market Expert also incorporates:

- Information from the Truven Health PULSE™ Healthcare Survey of 100,000 U.S. households, the nation's largest privately funded healthcare survey on health behaviors, utilization, health status, and attitudes.
- Comprehensive, local socio-demographic and lifestyle data from Nielsen Claritas®, the leading provider of demographic and segmentation data available at multiple levels of geography.

FOR MORE INFORMATION

Send us an email at
info@truvenhealth.com
or visit truvenhealth.com



ABOUT TRUVEN HEALTH ANALYTICS

Truven Health Analytics delivers unbiased information, analytic tools, benchmarks, and services to the healthcare industry. Hospitals, government agencies, employers, health plans, clinicians, pharmaceutical, and medical device companies have relied on us for more than 30 years. We combine our deep clinical, financial, and healthcare management expertise with innovative technology platforms and information assets to make healthcare better by collaborating with our customers to uncover and realize opportunities for improving quality, efficiency, and outcomes. With more than 2,000 employees globally, we have major offices in Ann Arbor, Mich.; Chicago; and Denver. Advantage Suite, Micromedex, ActionOI, MarketScan, and 100 Top Hospitals are registered trademarks or trademarks of Truven Health Analytics.

truvenhealth.com | 1.800.366.7526

©2012 Truven Health Analytics Inc. All rights reserved. All other product names used herein are trademarks of their respective owners. HOSP 11811 0812