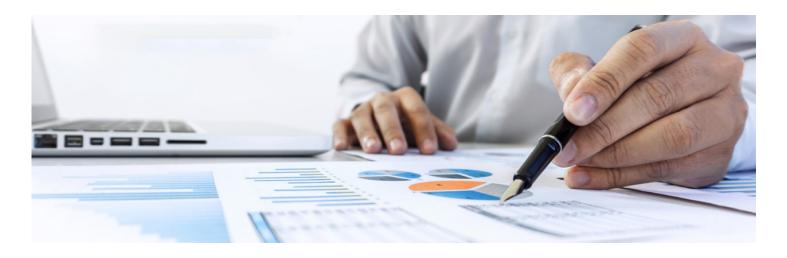# What if your data could speak to you?

Big data. Bigger opportunities to grow.

Your data has a lot to tell you, but are you listening? At Brightree, we give you the tools to hear the full story.

Brightree Advanced Analytics is the most comprehensive platform of its kind with outcomes that are simple and straightforward. We put scalable data into your hands; you make smarter decisions.

With an easy-to-use interface, professional support, and billions of data points from across the nation, Advanced Analytics provides an essential business development tool for your arsenal.

Define trends. Shape outcomes.

Data holds many insights; they just have to be found. One of the most powerful aspects of Advanced Analytics is that our dashboards compile vast information into clean, consolidated views.

When you keep your data in one place, you can easily highlight trends, find opportunities, and discover actionable information for improved outcomes. Plus, with secure cloud-technology, you can trust that your sensitive information and that of your patients stays safe.

Why analytics matters

- CIOs rank analytics as the #1 factor contributing to an organization's competitiveness

- 8 out of 10 CEOs expect complexity to increase significantly in the next five years

- Enterprises that apply advanced analytics have 33% more revenue growth and 12x more profit growth

- Organizations that embrace analytics are more than 2x as likely to outperform their peers

- Top performing enterprises use business analytics 5x more than lower performers

Brightree Advanced Analytics

Smarter workflow. Smarter decisions.

Once you have a clear, organized picture of your data, we can work to improve your business across the board. We'll help you understand what happened in the past week, month or year, why it happened, and how you can take actionable steps to fix it. Until now, data has been based on hindsight; helpful, but not actionable. Advanced Analytics changes that with the tools to make smarter decisions that inform – and improve – your patient, business and staff outcomes.

Beyond benchmarks. Better business.

If you only look at your trends, you only compare your business to itself. Where's the competitive edge there? Advanced Analytics not only benchmarks your performance, it also leverages one of the largest databases of insights in the industry to provide you with more intelligent feedback. That way, you can evaluate your effectiveness and performance compared to other HME organizations and define what you need to do to improve the outcomes of your business and your patients.

"Brightree Analytics puts every facet of our business right at our fingertips. There's tremendous benefit in the tool because it allows us to easily see where our business is coming from – and even more importantly – where we're missing opportunities. If referrals from a physician drop off, for instance, we need to know immediately so we can uncover what happened and win back that business. Streamlining the process of discovering and reacting to those insights is invaluable for our business."
– Kimberley Mansfield, Operations Manager, Hometown Medical

"With Brightree Analytics, we not only foresee issues before they become problems but can easily drill into the user-friendly interface to get to the root of those issues. No matter what level of the business you're in, it makes identifying trends much easier and has saved us so much time previously spent on generating ad hoc reporting. I can't brag about it enough!"
– Erin O'Steen, Billing Manager, Mayhugh Drug

Quickly identify areas of opportunity

Drill down for additional insight

Detail to help make an immediate impact

Clean, consolidated, consumable data

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