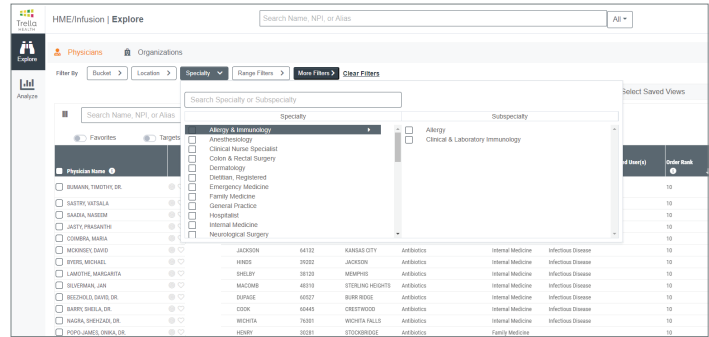


Targeted and actionable market-wide data for HME and Home Infusion suppliers

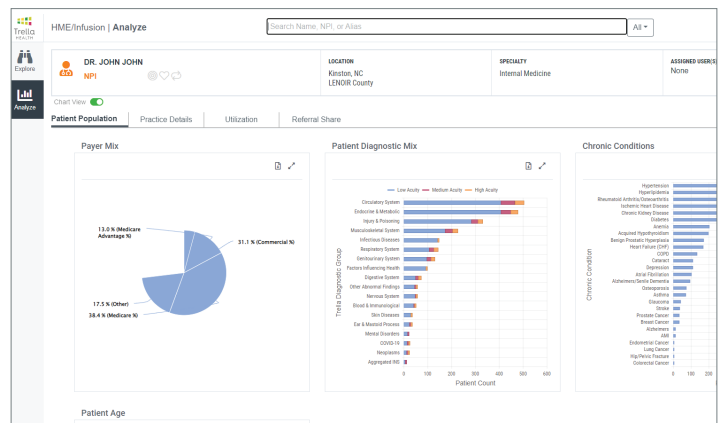
1 IDENTIFY HIGH-VALUE REFERRAL SOURCES IN YOUR MARKET

Identify the **right** referral source targets using multiple filtering and targeting criteria that align with your organization's strategic objectives.



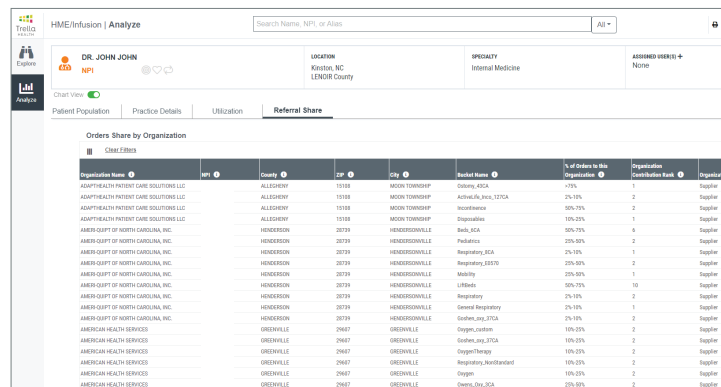
2 UNDERSTAND COMPETITIVE POSITION AND AREAS FOR MARKET SHARE EXPANSION

Gain complete visibility into volume, payer mix and strength of relationships between each referral source and competitor in the market, allowing for sales and marketing to engage referral sources from a position of competitive advantage.



3 EXPAND INTO NEW SEGMENTS WITH TOP REFERRAL SOURCES

Understand which organizations your top referral partners are utilizing for additional product lines and identify opportunities to expand your share of total referral output.



“The market data from Trella Health is top notch. The data leads you to the right referrals for referral source growth, which allows our account executives to target strategically and simultaneously build on new market opportunities to expand our business. The solution equips them with the insights they need to ask referral partners the right questions.”

JOHN KING, EXECUTIVE VICE PRESIDENT – SALES & OPERATIONS, VITAL CARE INFUSION SERVICES