



## Marketscape Insights for HME and Home Infusion

### Take a data-driven approach to achieve your growth and performance goals

Marketscape Insights helps Home Medical Equipment (HME) and infusion organizations gain a competitive advantage by providing unmatched access to clear market data insights. Whether your focus is on new referral sources, expanding product lines, or protecting market share, we support you with HME and Infusion market data served up in an easy-to-use cloud based interface.

Physician Name	ZIP	City	Bucket Name	Order Rank	Medicaid %	Medicare %	Commercial %	Advantage %
ZHAO, WENGIANG, DR.	94108	SAN FRANCISCO	Mobility	9	-	0.02%	99.67%	0.26%
DULAY, MAYA	94121	SAN FRANCISCO	Mobility	8	-	7.78%	46.11%	20.96%
MURPHY, GERALD, DR.	94117	SAN FRANCISCO	Mobility	8	-	8.61%	87.45%	3.94%
CHANG, KENNETH, DR.	94133	SAN FRANCISCO	Mobility	8	-	0.25%	99.54%	0.21%
DELGADO, ELIANA	94143	SAN FRANCISCO	Mobility	8	23.26%	5.81%	37.21%	-
CHI, WAN, DR.	94109	SAN FRANCISCO	Mobility	8	-	1.43%	87.14%	11.43%
PATEL, MITESHKUMAR	94117	SAN FRANCISCO	Mobility	8	17.07%	7.87%	72.80%	0.39%
BISHOP, BARBARA	94110	SAN FRANCISCO	Mobility	8	1.61%	1.35%	88.70%	6.17%
DAVIS, TARON, MR.	94143	SAN FRANCISCO	Mobility	8	36.00%	-	62.00%	-
WAKASA, MARC	94117	SAN FRANCISCO	Mobility	8	-	-	87.34%	8.86%
NG, STEPHEN	94114	SAN FRANCISCO	Mobility	8	5.91%	32.75%	52.62%	7.17%
SOLOMON, NEIL, DR.	94116	SAN FRANCISCO	Mobility	7	6.38%	-	93.62%	-
KRIPKE, CLARRISSA, DR.	94132	SAN FRANCISCO	Mobility	7	-	53.75%	42.50%	3.75%
APPELLE, NICOLE	94143	SAN FRANCISCO	Mobility	7	2.27%	0.51%	72.60%	24.24%
KAPADIA, MITUL, DR.	94143	SAN FRANCISCO	Mobility	7	41.86%	-	58.14%	-
LEE, ELIZABETH	94143	SAN FRANCISCO	Mobility	7	90.60%	-	5.13%	1.71%
HOERTH, CATHERINE, DR.	94143	SAN FRANCISCO	Mobility	7	2.11%	12.63%	63.68%	21.58%
LIU, YONG, DR.	94118	SAN FRANCISCO	Mobility	7	0.12%	0.36%	97.70%	1.64%
HO, GUSTIN, DR.	94108	SAN FRANCISCO	Mobility	7	-	0.04%	99.61%	0.34%
ZIER, BENNETT, DR.	94117	SAN FRANCISCO	Mobility	7	-	4.14%	73.79%	20.69%

#### WIN NEW HIGH-POTENTIAL REFERRAL SOURCES

- Target physicians based on quantity of referrals by patient type
- Understand patient flows to each competitor
- Use market data to help tell your differentiating story

#### EXPAND TO NEW PRODUCT LINES WITHIN EACH REFERRAL SOURCE

- Track referral volume by product line, by competitor, for all referral sources
- Identify product line expansion opportunities based on your strengths
- Explain your value in multiple product line categories

#### PROTECT CURRENT REVENUE STREAMS

- Track competitive market share for each referral source
- Identify leakage by referral source, by product line
- Execute data-driven defensive tactics to preserve market share

#### BUILD AND EXECUTE ON A DATA-DRIVEN MARKET STRATEGY

- Capitalize on market level product line demand trends
- Prioritize sales targets based on optimal payer mix
- Identify new market expansion opportunities
- Export to Excel for additional custom data analysis



## Marketscape Insights: Focus your time where it matters most

### The data insights platform purpose built for HME and infusion

Trella Health, the leader in turning data insights into actionable sales growth in post-acute care, offers Marketscape Insights for HME and Infusion. Built on the same platform that home health and hospice customers use to outpace competition, Marketscape Insights for HME and Infusion is designed to help everyone from sales leadership to sales reps accelerate revenue growth.



#### Executive leadership

- Align sales resources with corporate objectives
- Track and react to competitive activity
- Engage in M&A activity with data-driven discussions



#### Sales leadership

- Plan territories based on location, specialty and opportunity
- Target highest performing physician and facility partners
- Find upsell opportunities with existing referral sources



#### Sales representatives

- Know the highest volume physicians for each product line
- Use data insights to build trust and transparency
- Efficiently plan your sales routes based on physician location



I really like the way the graphs within the Analyze section of Marketscape Insights allow us to understand more in-depth on **physician payer mix, patient diagnostic mix, and physician billing information**, just to name a few features. We are visual people and the charts are extremely helpful for us to monitor trends and **identify opportunities in our market.**

– Amanda Williamson, Director of Business Development, Vital Care Infusion Services

### About Trella Health

Trella Health's unmatched market intelligence and purpose-built CRM enable post-acute providers and suppliers to achieve smarter growth. With market visibility, post-acute organizations can identify the highest-potential referral targets, identify new markets, and monitor performance metrics. Trella's growth solutions enable business development teams to better manage referral relationships and advance their organizations with certainty.

To schedule a call or see Marketscape Insights in action, visit [trellahealth.com](https://trellahealth.com)