



Market Advantage



Enhance your growth strategy

Today's health care market is competitive to say the least. If providers want to survive, they need to reach new consumers and secure patient and physician loyalty.

And it starts with data. The best, most intelligent decisions for your system start with analytics. And you need to leverage the most comprehensive, highest quality data set on the market to gain the edge on your competition.

With robust, actionable data sets, Optum® Market Advantage helps hospitals and health systems compete and perform more effectively in their market. Combine robust data with a dedicated Physician Relationship Manager (PRM) workflow tool to bolster the impact of your outreach team. A PRM tool that interfaces with market data allows you to pinpoint the impact of your outreach efforts and analyze fluctuations in volumes and revenue.

With stakes this high, you need support. Our integrated service team is there to help you every step of the way throughout the planning process to help you achieve targeted outcomes and reach your growth objectives.

\$41M*

return realized by Optum Market Advantage clients in 2022

\$5.4M*

net-new revenue realized in 8 months by strengthening surgical specialist alignment, building the PCP referral base of aligned specialists

\$4.5M*

net-new revenue realized in 12 months by investing in relationships with 2 high-volume orthopedists

\$4.7M*

net-new revenue realized in 12 months through focused outreach to PCPs with high referral volume



18B

unique claims

300M+

lives covered

7 years

of trending unique pathways

12+ years

of expertise working with claims and data scientists

\$3.2B*

return realized by Optum Market Advantage clients

* Based on mutually agreed on ROI from all clients from 2009 to 2022.

Optum Market Advantage helps you choose your own path forward

Analytics and planning support that work for you

With fierce competition in the market, planning executives and their teams need analytics mapped to desired outcomes. You also need data in an easily accessible platform so you can run your own queries as you develop and execute your strategic plan.

Enter Optum Market Advantage. We help you assess your share of wallet and physician-level referral patterns and provide insight into today's populations and forecasts for tomorrow's market. The result is everything you need to forge ahead with confidence.



Realize your growth objectives

- Acquire new patients
- Expand service lines
- Improve market and brand position
- Expand geographic reach
- Acquire highly qualified physicians
- Increase physician referrals
- Extend care setting opportunities
- Optimize physician and facility placement strategies

Top 5 use cases

- 1. Physician network optimization:** Identify prospects to increase specialist and PCP referrals.
- 2. Service-line growth planning:** Assess market performance and identify growth opportunities.
- 3. Ambulatory market expansion:** Evaluate consumer behavior and demographics to assess market opportunities.
- 4. New investment planning:** Evaluate investment decisions like telehealth and urgent care.
- 5. System service rationalization:** Find ambulatory expansion and consolidation opportunities, and plan for investments or divestments.

For more information about how Optum Market Advantage can support you in meeting new industry demands, visit: optum.com/market-advantage



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