HOW WILL THE TEA LEAVES HEALTH PLATFORM BENEFIT YOU?

Tea Leaves Health builds solutions that enable segmented and one-to-one marketing using proprietary predictive models to help you find the best targets and optimize your dollars. Our solutions are easy to use, built for non-techies, and are fully supported by the Tea Leaves Health Results Team™.

CEO

Do you need help transitioning from fee for service to fee for value? You know that healthcare reform has been coming in one form or another and now it's here. Your team needs a better way to understand and gain visibility with the consumers and physicians who interact with your organization in order to effectively deliver the right strategies. Relying on outdated information from non-integrated, disparate solutions will prevent you from competing effectively in the new marketplace. With Tea Leaves Health you can:

- Help fulfill your mission by improving margins and managing costs

- Help foster a culture that values constant improvement and measurement

- Meet the needs of the ACO, population health management and changing reimbursement models while improving outcomes

- Provide accountability for marketing dollars spent on consumers and outreach activities for physicians

- See a single source of truth that ties strategic planning, marketing, and physician behavior data to the same platform to help accomplish achievable growth objectives

- Build, save, and share customized dashboards

CFO

You need more than just market share. The Tea Leaves Health Strategic Growth Platform gives you a way to grow the right market share while managing costs as you transition from fee for service to fee for value. Tea Leaves Health allows you to:

- Provide real accountability for marketing dollars spent by using statistically valid control groups

- Help improve margins and manage costs

- Help identify new sources of revenue and cost savings

- Target consumers by their ability to pay and credit variables, improving margins

- View financial reports customized for your organization's specific margin formulas (by payer, service line, etc.)

CIO

The last thing you need as a chief technology officer is another software platform that bogs down your system and generates work for an already-stressed team.

Tea Leaves Health's Physicianology™ and Patientology™ tools require minimal IT resources for start-up and maintenance, and eliminate ad-hoc data requests from marketers and planners that negatively impact your team's ability to serve the organization in their core efforts.

- Broad enough to reduce the need for multiple vendors for strategic planning, consumer CRM and physician CRM applications

- Help meet meaningful use objectives

- Service Level Agreement in contract—guarantees uptime, etc.

- HIPAA compliant—Business Associate Agreement is signed and PHI is protected

CMO

Chief medical officers have the unenviable task of balancing optimal healthcare outcomes with patient engagement and physician behaviors. A pair of easy-to-use tools from Tea Leaves Health helps accomplish those objectives and more.

Physicianology™ and Patientology™ provide the behavioral and engagement-driven data that CMOs need to reduce the cost of chronic disease management. Identifying patients who may be at risk for adverse events creates opportunities to improve coordination of care through automated and timely information exchange with patients and their physicians.

- "Hotspotting" through the GIS interface allows you to visualize data on market areas where intervention is required to improve outcomes and reduce costs

- Engagement tools help reduce the cost of chronic disease and improve disease management by extending the right communication beyond the office

- Users can find patients that need intervention and communicate with patients and their physicians through automated data-driven engagement techniques.

- A single source of truth provides a centralized way to understand physician referral behavior for staff and community physicians
- Issue tracking features provide a way to understand and manage referring physician issues and resolution.

Marketing

Your campaigns can have thousands of moving parts and make it difficult to stay out in front of important strategies. Tea Leaves Health can automate many of your communication tasks and allow you to proactively "set and forget" patient and consumer engagement, freeing up your precious resources. Additionally, with Tea Leaves Health you can:

- Impact consumer and physician behavior to improve your marketing results and meet performance objectives
- Track and measure everything and prove results to financial gatekeepers
- Identify individual patients that need intervention and automate communications with patients and their physicians through data-driven engagement
- Easily enable multi-channel communications including social, mobile, email, SMS, IVR, PPC and direct mail all from one place. Improve your traditional media buying by having more market information at your fingertips
- Act on the information by delivering smart communications to consumers and physicians to impact their behavior (right message, right channel, right person, right time)
- Measure ROI and see impact of outbound communications and customer service assets (web portals, physician liaisons, etc.)
- Act on the information by delivering smart communications to consumers and physicians to impact their behavior (right message, right channel, right person, right time)

Physician Liaisons

Discover how Physicianology™ gives you the ability to synthesize broad data points and behavior patterns to help you identify the right physicians for your growth and ACO initiatives.

- Provides a central source to understand physician referral behavior for staff and community physicians
- Integrated contact management tools that support analysis and outreach documentation within the same application—goals, call notes, issue/complaint tracking, etc. Optimized for tablets and mobile devices.
- Includes strategic planning functionality as part of the physician profile to help you identify physicians to target for specific initiatives based on your goals
- Brings together broader data points for understanding physician behavior including:
  - Comprehensive physician demographics
  - Splitter data
  - Influence network—see the patterns of physician relationships and shared patients to understand influences
- Ties outcomes to goals for liaison accountability and liaison management
- Improves the coordination of care through automated and more timely information exchange between practitioners
- Predict how actions will affect the provider's business around quality, perception and profitability

Strategic Planning

Market share, segmentation and the other traditional yardsticks were once sufficient for planning. It's all we had, and we made it work. But it's like trying to drive a nail with a beach ball.

We all know the game has changed, and the pace seems to accelerate each day. Macro-level market generalities will no longer keep the competition at bay or help you realize those looming growth targets.

With the Tea Leaves Health growth platform, you can nail your strategic objectives with pinpoint accuracy:

- Micro-Targeting. Our powerful micro-targeting technology enables you to map service line and sub-service line opportunities at the household – and even individual – level.

- Service Demand. Our propensity models instantly identify your richest targets across all market segments – from former patients, to their friends and family, to pure prospects who haven't used your services.

- Service Line 360™. Our fully-integrated platform lets you triangulate on consumer, physician and contextual data simultaneously, so you can see how all the dots connect. Service Line 360 provides easy-button access to full-spectrum views – instantly see what you can grow, where you can grow, and which providers can help you grow it.

- Traditional Macro Data, too. Our data integration capabilities allow you to layer in contextual data – market share, segmentation, demographics – and other competitive/market intelligence sources to empower better strategy development and decision making.

- GIS interface provides easy access to the integrated data sets to allow users to better view, understand, query, interpret, visualize information and gives traditional planning tools new life through GIS

Strategic Growth

Tea Leaves Health's Strategic Growth Platform advances the art and science of healthcare business growth by integrating broader data sets and functionality into an intuitive, web-based platform that provides a longitudinal record of patient care and interaction with your organization. Data sets can include utilization, strategic planning, consumer analytics, physician analytics, employer, preference, satisfaction, predictive models, quality and more. With our Strategic Growth Platform you can:

- See how marketplace influences are affecting care delivery

- Tactically implement and measure strategies that will positively impact the behavior of consumers and physicians

- Support initiatives around patient acquisition and loyalty, population health management, readmission reduction/care transmission, and chronic care/disease management programs

- Visualize how marketplace influences are affecting care delivery

- Strategically target profitable patients

- Strategic planning as part of the physician profile – identify physicians to target for specific initiatives – based on referral patterns, relationship, goals

- Measure ROI and see impact of outbound communications and customer service assets (web portals, physician liaisons, etc.)

- Visualize the marketplace drivers that are impacting the business and view time-phase scenarios to understand changes in marketplace dynamics

Visit tealeaveshealth.com to schedule a demo today!