DOCTIVITY®

Doctivity PRM, Experience the Doctivity Difference

Strategic Physician Relationship Management through Business – Driven Data Analytics and Innovative Technology

$2.1 Million

▶ Revenue generated from 111 new patients.

▶ A giant step forward in physician liaison economic return.

Geisinger

Demonstrated Results

Doctivity engaged with Geisinger Musculoskeletal Institute (GMSKI) focusing on three orthopaedic surgeons in a new growth market. Using Doctivity software, physician liaisons identified splitter, loyalists and minimalist referring providers to execute business building strategies. An example of verified results based on six months post Doctivity engagement:

▶ GMSKI used Doctivity to focus business development on three newly hired orthopedic surgeons who were not as productive as they needed to be

▶ Doctivity documented 70% out-migration from Geisinger-employed referral sources

▶ Physician liaisons developed and executed a plan using Doctivity software to address the out migration from Geisinger MSKI

▶ Results after six months

111
Total of referred new patients

49
New referral sources

55%
of new referral sources were non-employed

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The Doctivity Difference

Combines different data sets

By looking at internal metrics combined with our unique data mix, physician liaisons and service line leaders have access to real-time information that provides a full-picture of employed physician practices and non-employed referring provider referral patterns.

Pulls insights in real-time to pivot tactics

Dashboards and easy-to-run analytic reports allow users to immediately understand provider performance and market referral relationships by service and by provider to create strategy for market advancement and growth. Customizable reports help physician liaisons target referral sources and identify splitter, loyalist, and minimalist referral behaviors.

Self service for end users

Users have access to a powerful point and click, drill-down dashboard. A performance improvement and physician relationship management solution in one platform.

Doctivity: Actionable Insights

Commercial Provider and Organization Claims Data

Client Specific EHR Data (allowing for customized focus on priorities)

National Provider Identification Numbers

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- Internal and external referral sources – who is referring and the types of cases

- Referral outmigration from employed providers

- Types of patients seen at competitive facilities to identify business advancement opportunities, recruitment planning and lost revenue

- Payer mix – the breakdown of insurances your specialists are seeing from referral sources to lead to action steps needed to drive better reimbursement

Physician Relationship Management

Doctivity delivers a robust physician relationship management tool for business development teams by allowing physician liaison teams to quickly and easily:

- Pull reports reflecting total number of encounters by liaison and/or by category during set timeframe.

- Report on service specific activities by liaison and/or activity type during defined periods of time.

- Set appropriate follow up activities that will send reminders to your email.

- Document encounters in a way that reflects how the contact occurred and categorize it appropriately.

- Access internal referral data by provider or group.

- Access commercial claims data by geography.

- Report on total number of provider-to-provider interactions by liaison, by specialty, and by provider.

- Access to a directory of providers and practices and search functionality to query providers or organizations by specialty and/or geography.

Activity Note

Date
04/27/2022 10:31 PM

Providers & Contacts:
GREB, SUZANNE   + PROVIDER   + CONTACT
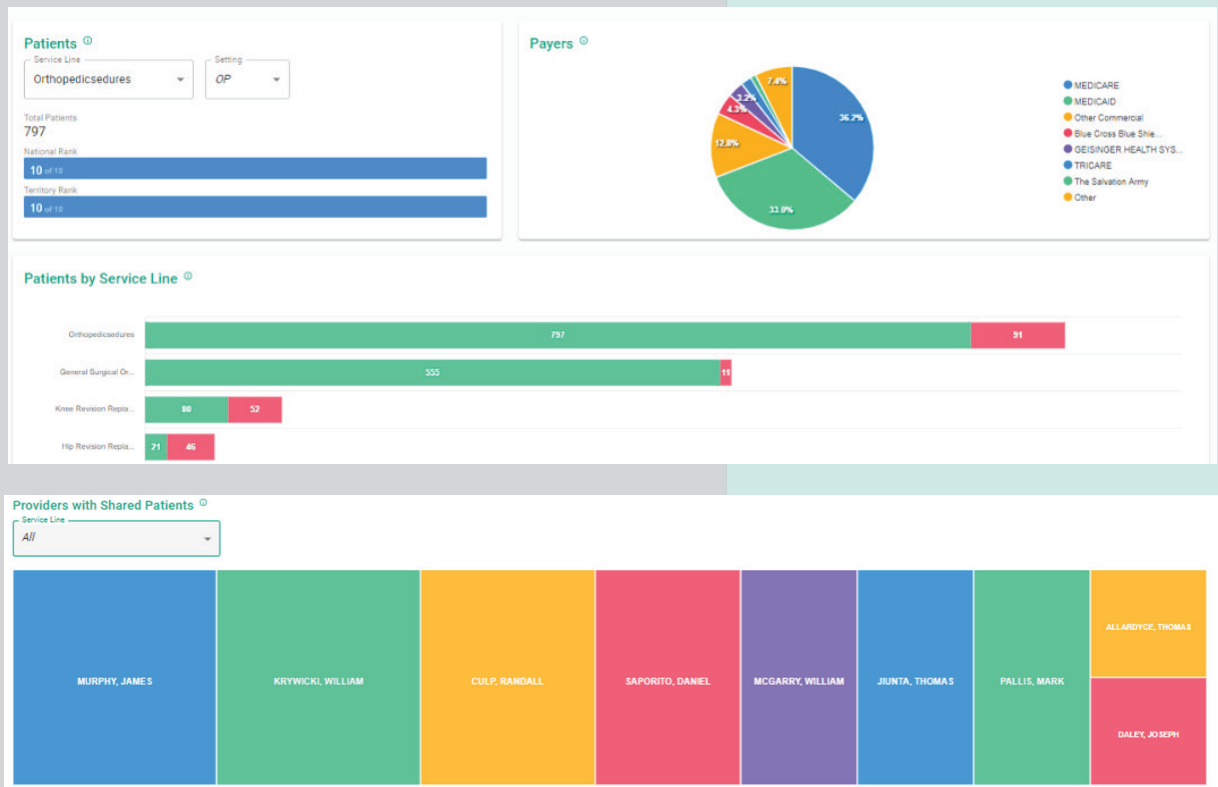
Encounter Type   Service Line

- Email
- Call
- Schedule Meeting
- Provider/Provider
- Onsite Staff
- Onsite Admin
- Onsite Provider
- Onsite Leadership
- Follow Up

CANCEL   SAVE

Comprehensive Market Analytics

Using our unique slice of claims data Doctivity analyzes markets to better understand referral patterns between employed and non-employed primary care providers and specialists. The claims data breaks out service lines, payers, total number of patients, and care setting.

When looking at shared patients below, providers are organized by strength of connections. The first blue box with Dr. Murphy indicates he has the strongest relationship with the PCP and shares the most patients. The red box, far right, indicates minimal connections. If Dr. Daley is an employed specialist he becomes a target for growth.

Patients ⓘ

Service Line: Orthopedicsedures
Setting: OP

Total Patients
797

National Rank
10 of 10

Territory Rank
10 of 10

Payers ⓘ

- MEDICARE
- MEDICAID
- Other Commercial
- Blue Cross Blue Shie...
- GEISINGER HEALTH SYS...
- TRICARE
- The Salvation Army
- Other

36.7%
33.8%
12.9%
7.4%

Patients by Service Line ⓘ

Service Line		
Orthopedicsedures	757	91
General Surgical Or...	555	11
Knee Revision Repla...	86	52
Hip Revision Repla...	21	46

Providers with Shared Patients ⓘ

Service Line: All

MURPHY, JAMES	KRYWICKI, WILLIAM	CULP, RANDALL	SAPORITO, DANIEL	MCGARRY, WILLIAM	JIUNTA, THOMAS	PALLIS, MARK	ALLARDYCE, THOMAS
							DALEY, JOSEPH

Comprehensive Reports

Doctivity PRM reports are fully customizable and easy to run with the click of a button.

Quick and automated PDF reporting. With one click, you can run reports that include all metric data, referral information, and logged activity for either individual providers, a focused group of physicians or entire service lines.

Advanced reporting capabilities designed for ease of access to individual activity or reporting by service line activity for more efficient communication between departments.

Doctivity: Privacy and Security

"The Doctivity team's many years of healthcare expertise contributed greatly the development of our Doctivity software. From the start, they knew the key performance indicators that truly matter, as well as the unique way the data needs to be delivered and presented. Doctivity is a unique technology solution. Its server – less technology stack allows it to scale infinitely, and does not require a cumbersome integration with existing electronic medical records systems.

Healthcare leaders waste considerable time and effort using multiple digital information systems to obtain the data they need, time that can be better spent on delivering better patient care. Doctivity generates the required reports with the most critical data and delivers it to their inboxes, and they can access it quickly and securely using single – sign – on technology integrated with their own system identity providers."

**- Kevin Langdon, Chief Technology Officer
  Doctivity Health**

Cloud-Based Platform
Accessed through a secured URL and requires two-factor authentication. Device friendly and optimized for mobile users.

No Patient Health Information
Doctivity only uses de-identified patient information.

Does not require integration with Internal Systems
Doctivity helps organizations make their data work harder for them by using and refining existing reports in the platform.

Doctivity was created by healthcare business development professionals to innovate physician relationship management capabilities.

Each Doctivity client is assigned a client engagement leader (CEL) who is their strategic engagement partner for the duration of the Doctivity partnership. The Doctivity CEL provides ongoing training, ensures your goals are being met, leads monthly strategy meetings and coordinates ongoing product support as needed.

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