

marketware<sup>mw</sup>

# Target. Track. Trend.

**+** Healthcare relationship management & data analytics technology that strengthens your competitive advantage by identifying, managing & measuring new growth opportunities





## Get the insights you need to effectively influence physician recruitment, alignment and growth.

More than 200 health systems nationwide rely on Marketware to guide their growth strategies. Will you be next?

### Robust Growth Suite



**Ascend—Physician Relationship Management:** Ascend manages every aspect of your physician outreach. Liaisons can quickly document issues and activities, review physician profiles, plan initiatives and use Ascend's routing to maximize time in the field. Physician Relations Directors can use team activity and other reports to measure and communicate liaison effectiveness.



**Scout—Business Intelligence:** Scout analyzes numerous data points including internal EHR, state hospital and ambulatory claims and prescription data to provide clear insights on physician referral behavior across your region. Use Scout's robust and intuitive dashboards to find and prevent leakage, identify competition, target referral sources and discover new growth opportunities.



**Embark—Physician Recruitment & Onboarding:** Embark empowers cross-team collaboration with full transparency into your candidate tracking and onboarding processes. Designed by and for healthcare recruiters, Embark's easy-to-use interface helps you increase the number of quality providers in your pipeline, decrease the time to fill positions and improve new provider retention.



**Centric—Physician Marketing:** With Centric's advanced list segmentation, you can reinforce field activities by sending key messages to target physician audiences. In addition to strengthening your brand, Centric campaigns integrate into Ascend's physician profiles. So, your team has clear visibility into what communications are being sent and acted on.

### The Right Tools for Strategic Growth

Technology can often feel overwhelming. With Marketware, you can take the complexity out of analyzing data, managing physician recruitment and outreach and tracking marketing campaign performance.

 **Marketware's cloud-based technology offers:**

- Seamless integration between all Growth Suite products for end-to-end visibility
- Leakage & market opportunity reports that easily visualize ROI
- User-friendly interface for increased team adoption
- Robust data analytics to explore inpatient & outpatient data trends by geography, service line, affiliations, procedure groups & more!

Get an Exclusive Look  
Inside Our Technology

Request Demo

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