

PHYSICIAN RELATIONSHIP MANAGEMENT



Recent regulatory and market pressures are driving changes to the healthcare business model like never before. Revenue and margin growth are at their lowest levels in years. Over the last two years, expense growth has outpaced revenue growth. But providers are also being driven to increase quality, and are closely monitored to ensure that they do so. The market is also shifting towards Accountable Care Organizations (ACOs) and other models that tie payment to outcomes.

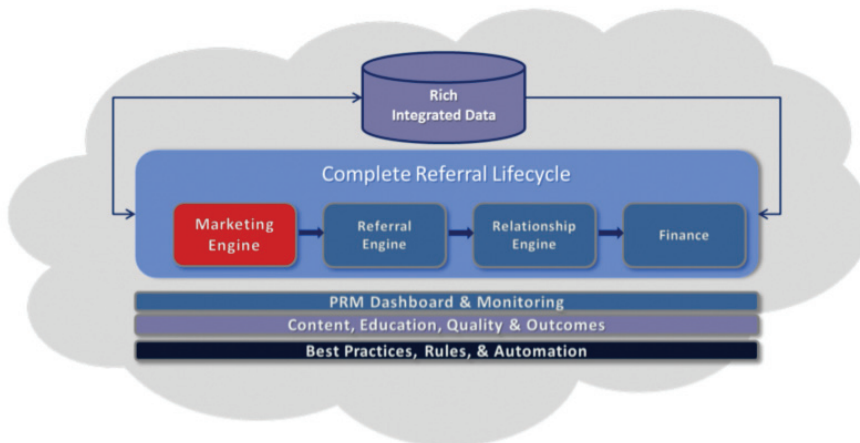


Providers are under more pressure than ever to decrease costs of care while improving quality. To date, that is where providers have spent the vast majority of their time. In order to succeed, providers must also start to focus on driving top-line revenue. In the same instance, providers are being more proactive and selective regarding where they steer their patients for care.

Physician Relationship Management (PRM) brings traditional sales and marketing functions to the healthcare provider market enabling providers to more effectively increase physician referrals. The Bluestone PRM solution is the combination of PRM strategy, marketing services and the Bluestone PRM for Salesforce.com solution. Bluestone's PRM solution is a powerful tool that allows specialty physicians, diagnostic services, ancillary services clinics, ACO's or larger Integrated Delivery Networks (IDNs) to better understand their current business and market, create actionable intelligence, and provide a means to turn those actions into results!

PRM Capabilities:

- Market Research
- Industry Benchmarking
- Improved Planning
- Ability to Forecast
- Marketing Automation
- View Referral Patterns
- Unified Physician View
- Referral Visibility
- Target Activities
- Get The Referrals You Want



The Bluestone PRM Platform

Experience | Innovation | Collaboration | Methods | Results

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OUR MODEL:

The Bluestone PRM solution is comprised of strategy, a cloud-based technology platform, and a full suite of marketing services that are strategically combined in order to meet your specific needs.

PRM Allows Providers to:

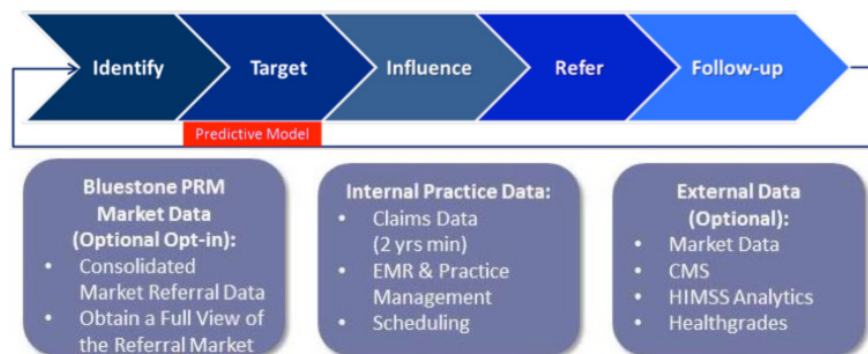
- Identify referral patterns and volumes
- Determine your most loyal referring physicians and profitable relationships
- Establish service line and hence referral profitability
- Track actual results of your marketing and outreach programs
- Align your capacity and specialties with your outreach efforts
- Focus your outreach efforts based on metrics of interest and best chance of success
- Gain better visibility across your referral lifecycle and drive better forecasting

Providers Can Use it to:

- Tie your PRM and outreach efforts to your strategic plan
- Identify physicians and practices that are a best fit based on your selected criteria
- Target physicians with customized content, collateral, and education
- Track the success of these campaigns and adjust your efforts for the best success
- Monitor referral flow and volumes
- Get the referrals that you want

REPEATABLE DATA-DRIVEN PROCESS

PRM incorporates a defined data driven process that allows providers to create a referral strategy that ties to your strategic plan, while allowing your teams to better identify targets based on this strategy and spend their time where they have the best chance for success.



PRM combines physician data from various external sources with your internal claims and practice data. This process creates a rich data source to be mined by the system for healthcare insights. A predictive model is then used to identify your targets and outreach strategy.

PRM Provides Benefits for:

- Hospitals
- Health Systems & IDN's
- Physician Practices
- Specialty Providers
- Diagnostic Services
- Outpatient Services
- Clinics & Urgent Care
- Home Health & VNA's
- Nursing & Long Term Care
- Physical Therapy



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