



*SpeedTrack, Inc.*

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## California Universal Patient Information Discovery CUPID

# Healthcare Information Problem

Access to critical information is more relevant than ever for competitive advantage, but the challenge to navigate through massive silos of data remains.

- Most solutions are cumbersome, expensive and difficult to use.
- You can't get information quickly or easily, and are often reliant on others.
- Because "You don't know what you don't know," you are often unaware of and miss the most valuable information.

# Healthcare Information Problem

*What are the resources and how long does it take to find?*

- Where your patients are coming from by County, City and zip code?
- The type of business by service line?
- The estimated cost, length of stay and payer mix associated with this business?
- Comparison to others - where the patients are going (what facilities) – also by the above mentioned dimensions?

**What if** you could do it yourself in minutes, with confidence that you have explored all the possibilities?

# SpeedTrack's

*"Like GPS for Information"*

## *CA Universal Patient Information Discovery (CUPID)*

### Fast answers to ad-hoc questions

- Provides *instant direction to any possible answer*, leading to valuable insights into your business, competition and market.
- Guides you to the most valuable information hidden deep within large amounts of data in an intuitive, easy-to-use way.
- Increases productivity up to 500%.
- Requires minimal investment (resources, \$\$, time).
- High ROI (typically 1-2 months)

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## CUPID – What Customers Say

*"I've used a variety of solutions to analyze data over the last 15 years, SpeedTrack's ability to rapidly discover answers to complex questions, ease of use and affordability puts it clearly above any other analytical software package."*

**Martin Kleinbart**, SVP Chief Strategy Officer, Citrus Valley Health Partners

*"SpeedTrack condensed weeks of work into quality information in half a day – that's a huge savings."*


**Tom Dougherty**, Downey Regional Hospital

*"Without question, this is the most cost effective and efficient technology available. One of the best features is that SpeedTrack doesn't require the replacement of existing systems or databases so there is no disruption to operations."*

**Joe Brann**, Founding Director of COPS, U. S. Department of Justice

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# SpeedTrack's

*"Like GPS for Information"*

*CUPID - Subscribe On-Line in Minutes*

- 4 Years of Discharge Data From Multiple Sources (63+ Million Records, 80+ Data Sets)
- Inpatient, ED and Ambulatory Surgery Discharges
- Payer Category, Type and Plan
- CMS LOS Comparisons by MS-DRG's
- AMA Diagnosis, Procedure Codes and Descriptions
- Charges and Estimated Costs
- Heat Mapping, Dashboards and Reporting
- Number of Beds, Trauma Level, Ownership Info

Two Versions – Public or Non-Public

# SpeedTrack's

*"Like GPS for Information"*

*CUPID - Enables you to quickly and easily*

- Navigate, explore and discover any answer in seconds for:
  - Market share by Payer Category, Type and Plan, MS-DRG
  - Revenue and cost savings opportunities
  - Quality and Risk Management
  - Re-admission information for every licensed hospital
  - Comparative trends
- Create maps, graphs charts on the fly, and/or detailed reports
- Deliver to key decision makers in a presentation, report or email.

# Market Share Example

## *Identify and Perform Competitive Analysis*

Quickly identify market share by payer category, type and plan

- + over 70 other dimensions, including
  - Competitor
  - Admission/Discharge status
  - MS-DRG
  - Length of stay
  - Diagnose and procedures
- All in seconds, and create market trend graphs
- Compare your performance to the overall trend (to see if you're gaining or losing market share)



# Cost Savings Example

*Estimated \$ for Top 10 MSDRG's Greater Than Mean LOS*

Report of the Top 10 MSDRG's for Medicare Patients with a LOS >CMS Mean Shows potential savings up to \$17.8 million for 1 Year

Medicare Severity Diagnosis Related Group	LOS Difference From Mean	Est Additional Cost
PSYCHOSES Total	2,741.60	\$ 8,773,120.00
SEPTICEMIA OR SEVERE SEPSIS W/O MV 96+ HOURS W MCC Total	742.20	\$ 2,375,040.00
HEART FAILURE & SHOCK W MCC Total	501.00	\$ 1,603,200.00
PULMONARY EDEMA & RESPIRATORY FAILURE Total	307.50	\$ 984,000.00
ESOPHAGITIS GASTROENT & MISC DIGEST DISORDERS W/O MCC Total	264.00	\$ 844,800.00
NUTRITIONAL & MISC METABOLIC DISORDERS W MCC Total	257.10	\$ 822,720.00
SIMPLE PNEUMONIA & PLEURISY W MCC Total	238.70	\$ 763,840.00
NUTRITIONAL & MISC METABOLIC DISORDERS W/O MCC Total	200.00	\$ 640,000.00
CHRONIC OBSTRUCTIVE PULMONARY DISEASE W MCC Total	188.80	\$ 604,160.00
CELLULITIS W/O MCC Total	143.80	\$ 460,160.00
<b>Grand Total</b>	<b>5,584.70</b>	<b>\$ 17,871,040.00</b>

Assumes \$3,200/Bed Day

# New Revenue Opportunities

*Quickly identify hidden trends for revenue growth*

Target new, profitable market opportunities.

- Identify in seconds:
  - The patient population and demographics
  - The payer mix
  - The market share by competitor
  - What specific procedures are being done
  - The LOS by procedure and hospital

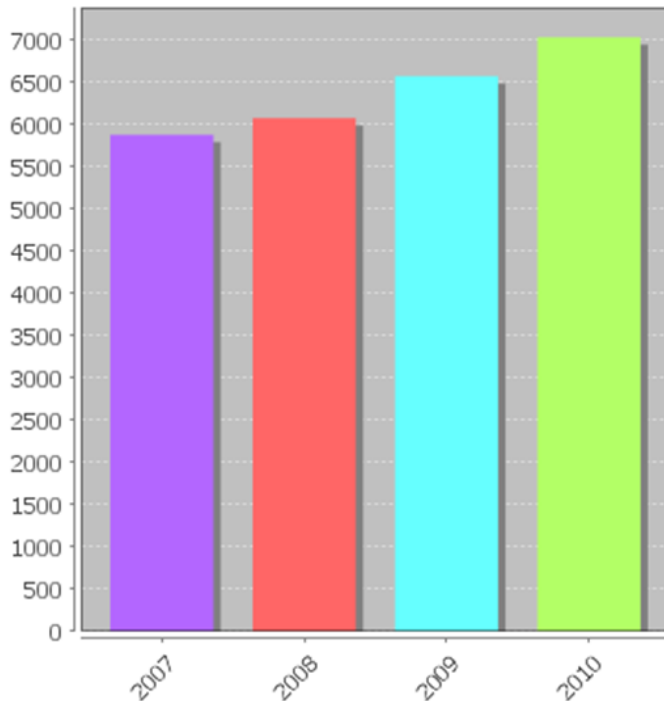
Know exactly where high margin patients are, and quantify the opportunity!

# Revenue Opportunity Example

## Major Joint Replacements for Orange Co. CA

Quickly identify:

Discharge Year \*



Market Opportunity		
Total Addressable Market	Avg Contribution Margin	Market Potential
7,000 Cases	\$ 15,000	\$ 105,000,000

Facility Name		
Facility	Freq	%
hoag memorial hospital presbyterian	5017	19.62%
st joseph hospital - orange	3938	15.40%
saddleback memorial medical center	2358	9.22%
orange coast memorial medical center	1846	7.22%
kaiser foundation hospital - anaheim	1815	7.10%
st jude medical center	1813	7.09%
mission hospital regional medical center	1250	4.89%
fountain valley regional hospital and medical center- euclid	996	3.90%
placentia-linda community hospital	852	3.33%
ahmc anaheim regional medical center	680	2.66%
los Alamitos medical center	669	2.62%
long beach memorial medical center	497	1.94%
garden grove hospital & medical center	303	1.19%
south coast medical center	291	1.14%

# Revenue Opportunity Example

*Major Joint Replacements for Orange Co. CA (Continued)*

Within seconds identify:

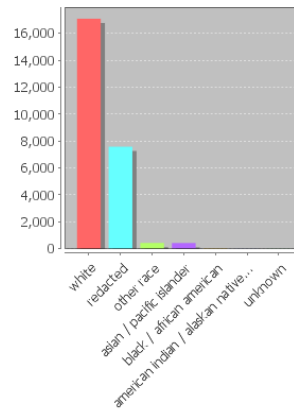
Payer Mix

Inpatient Payer Category		
Selector	Freq	%
medicare	14478	56.63%
priv/comm empl cov	9352	36.58%
work comp	601	2.35%
medi-cal	589	2.30%
self pay	216	0.84%
county indigent	178	0.70%
other payer	72	0.28%
other gov	61	0.24%
other indigent	19	0.07%

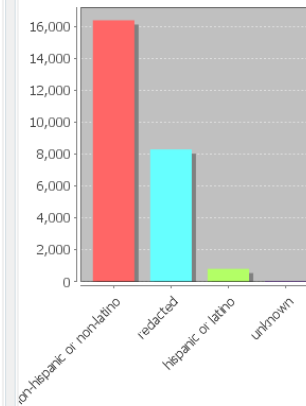
Top Procedures

Procedure		
Selector	Freq	%
total knee replacement	13867	54.24%
total hip replacement	8222	32.16%
partial hip replacement	3260	12.75%
resurfacing hip total acetabulum and femoral head	140	0.55%
total ankle replacement	63	0.25%

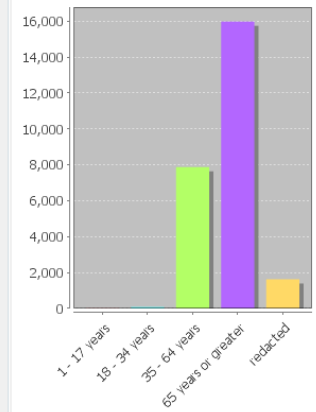
Race



Ethnicity



5 Age Ranges



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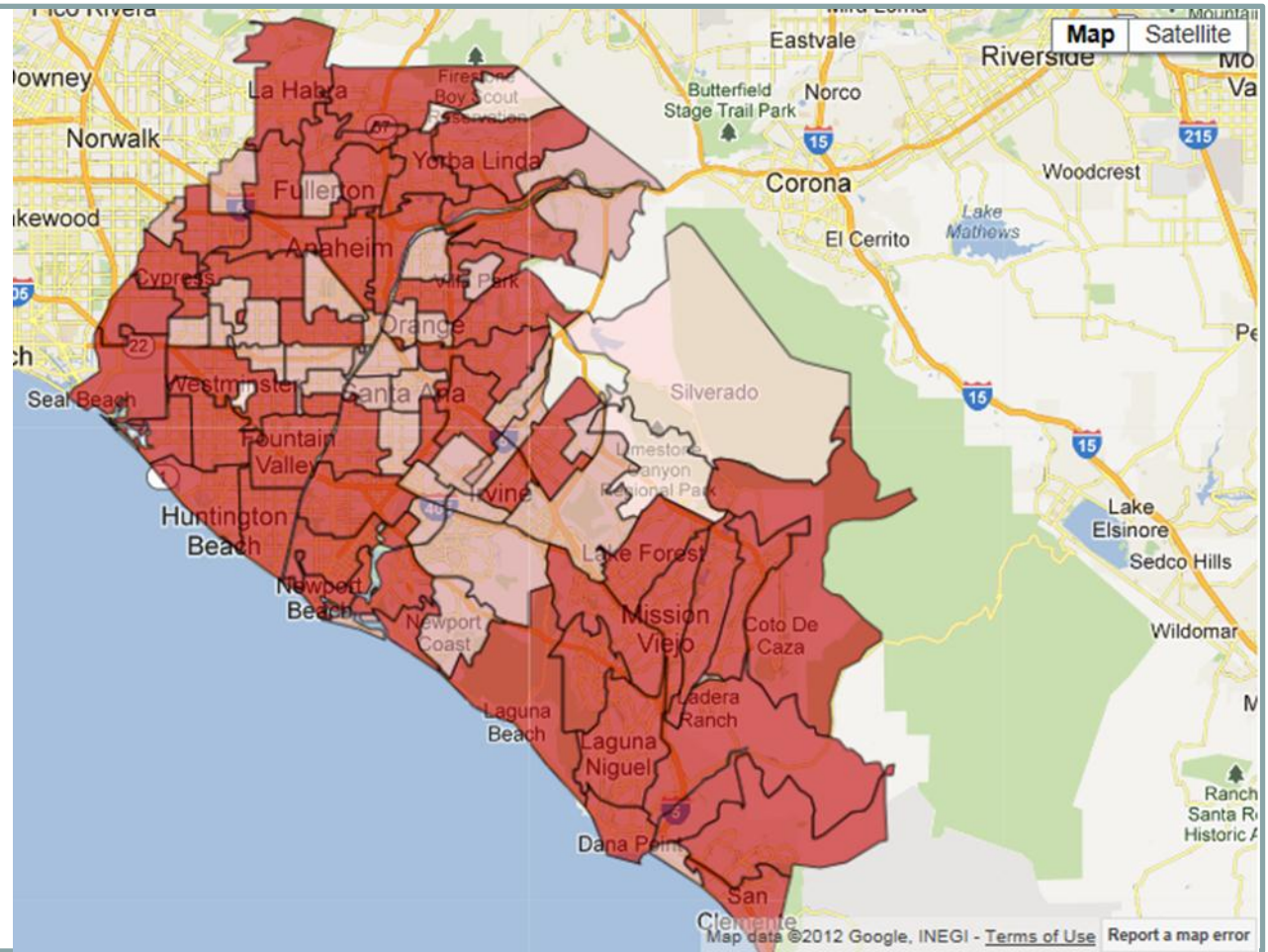
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# Revenue Opportunity Example

*Major Joint Replacements for Orange Co. CA (Continued)*

Create a Heat Map  
Patients by Zip Code

Value Range	Color
0 to 4	Dark Blue
5 to 15	Light Blue
16 to 56	Light Pink
57 to 216	Light Red
217 to 828	Dark Red



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# *SpeedTrack's*

## *CUPID – Get Started Immediately*

- Complete the One Page Order Form
- Annual Subscription Pricing:
  - \$10,000 (5 Users) for Public Data
  - \$15,000 (5 Users) for Non-Public Data
- Sign in and Add Users
- Schedule Training
- Most Customers are Using the System Effectively Prior to Training!