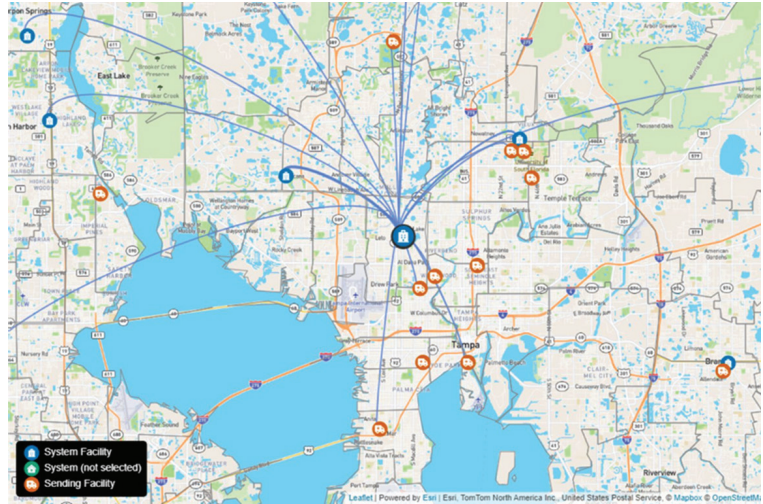# ImageTrend

MARKET INTELLIGENCE
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Uncover Hospital Trends, Referrals, & Market Share Insights

Market Intelligence provides near-real-time insights into EMS transports, referral patterns, and patient flows, helping hospitals optimize ED operations, streamline care pathways and improve strategic planning.

Key Capabilities

Gain insights into patient flow, referral patterns, and clinical performance while identifying geographic and demographic trends to guide outreach and strategic planning.

1. Hospital Market Share Data
- Track market share by service line, referral trends and patient leakage. Segment data to uncover patterns and optimize outreach.

2. Emergency Transport Analysis
- Monitor ED volumes, interfacility trasfers and peak traffic to monitor bottlenecks and improve patient flow.

3. Patient Referral Networks
- Strengthen partnerships with hospitals and EMS by analyzing transfers, referral data, and throughput to enhance collaboration and discharge planning.

4. Prehospital Clinical Insights
- Monitor hospital performance against benchmarks, and track quality trends to identify areas for improvement and address underperforming service lines.

MARKET INTELLIGENCE

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Use Case Examples

Trauma Market Share Analysis

What percentage of trauma patients originate from the top five zip codes in your area?

Stroke Patient Handoff Optimization

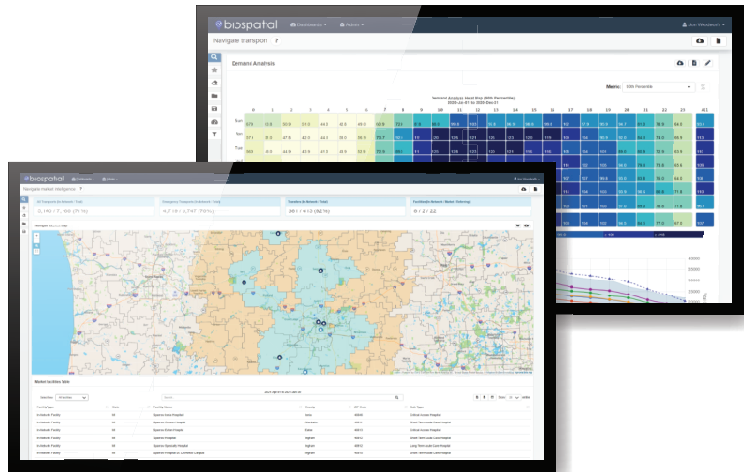Which days and times see the lowest stroke patient handoffs in your ED?

STEMI Prehospital Notifications

What percentage of STEMI patients arriving at your hospital had prehospital notifications initiated by EMS providers?

Why Choose Market Intelligence?

Market Intelligence empowers healthcare organizations to leverage actionable data for strategic improvements in patient care and operational efficiency. With a focus on transparency and collaboration, this solution is a game-changer for hospitals aiming to thrive in competitive healthcare landscapes.

Take control of your EMS insights today.

For more information or to schedule a demo, visit:

imagetrend.com/platform/hospital-market-intelligence/