

CARELYTICS VS. COMPETITORS

Why Settle for Less? Attain 90-100% interoperable data coverage.

Carelytics

ImageTrend's Carelytics delivers immediate, comprehensive EMS-to-hospital interoperability by leveraging state-level data integration—eliminating dependency on individual EMS agency participation. The competitor requires agency-by-agency engagement, which creates delays, data gaps, and inconsistent value realization.

Three Key Competitive Differentiators Fuel Your Success

1. 90-100% DATA COVERAGE

ImageTrend's 43 state repositories gives you 90%+ coverage through our extensive state-level EMS infrastructure, enabling hospitals to connect with more EMS providers at scale and expand access to prehospital data while reducing the complexity of individual agency integrations.

2. GROW REVENUE WITH MARKET INTELLIGENCE

Real-time visibility into EMS transports. See where EMS patients originate, which hospitals receive them, and where high-acuity patients are bypassing your facilities for competitors. Identify lost patient volume by geography, EMS agency, and service line to uncover growth opportunities.

3. ONE CONNECTION. NOT HUNDREDS.

ImageTrend's state dominance gives you one endpoint connection where supported, accelerating time to value. Why depend on hundreds of individual EMS agency integrations when you can leverage ImageTrend's comprehensive state-level data?

"Market intelligence, part of Carelytics, with ImageTrend has played a critical role for us in understanding EMS flow patterns and volumes in our market that we were missing. Because of this valuable data, we have made better decisions strategically driving EMS growth. We have stronger relationships with EMS and address deficiencies in the market more effectively now than before."

—One of the largest U.S. health systems currently using Market Intelligence



Core Differentiator: Speed to Value & Data Completeness

CAPABILITY	IMAGETREND CARELYTICS	COMPETITOR
CORE CAPABILITIES		
Data Acquisition Model	State-level data integration (NEMSIS/state repositories)	Individual EMS agency connections required
Time to Value	Immediate (Day 1)	Delayed (dependent on agency onboarding)
Data Coverage	Broad, system-wide visibility across EMS transports	Fragmented—only participating agencies
Hospital Effort Required	Minimal single integration	High—must coordinate across multiple EMS agencies
Scalability	Automatically scales with state data	Manual, resource-intensive scaling
Data Completeness	Near-complete EMS dataset	Partial/incomplete data
OPERATIONAL IMPACT FOR HOSPITALS		
EMS-to-EHR data	EMS data flows directly into the hospital EHR	Requires each EMS agency to opt in and integrate
Manual processes	Eliminates manual processes (fax, scanning, re-entry)	Requires ongoing hospital effort to drive adoption
Market visibility	Provides full market visibility across all EMS transports	Creates data blind spots where agencies are not connected
Decision-making	Enables real-time clinical and operational decision-making	Delays value until critical mass of agencies is achieved
Service-line optimization	Supports service line optimization (Stroke, STEMI, Trauma)	Limits visibility into true market dynamics and leakage patterns
Agency participation	No dependency risk on EMS participation levels	Dependent on individual EMS agency participation and onboarding



Competitive Comparison (continued)

CAPABILITY	IMAGETREND CARELYTICS	COMPETITOR
STRATEGIC RISK COMPARISON		
Adoption Risk	None (state-driven data)	High (agency-by-agency dependency)
Data Gaps	Minimal	Significant until full participation
Time to ROI	Immediate	Extended (months–years)
Operational Burden	Low	High
Market Intelligence Accuracy	High (complete dataset)	Limited (partial dataset)

Why This Matters to Health Systems

With Carelytics, hospitals gain:

1. Instant access to EMS data across their entire market
2. Faster clinical decision-making at the point of care
3. Improved patient outcomes through prehospital visibility
4. Stronger EMS relationships without dependency on adoption campaigns
5. Accurate, real-time insights into referral patterns and patient flow

Competitors lack this level of visibility due to fragmented, agency-dependending data models, limiting their ability to deliver actionable insights for strategic decision-making.

Bottom Line: Market Intelligence = Key Differentiator

Carelytics = Immediate, complete, scalable interoperability

Competitor = Incremental, dependent, and delayed value

If the goal is enterprise-wide visibility, operational efficiency, & faster ROI, Carelytics delivers from Day 1.

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