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MARKET INTELLIGENCE | ROI ONE-PAGER

Turn EMS transport data into measurable growth

See where high-value patients originate, where they go, and which relationships can change the outcome.

The ROI thesis

Market Intelligence converts fragmented EMS transport activity into an actionable view of patient origin, destination, service line and agency behavior, helping hospitals protect high-acuity volume, focus physician outreach and become the preferred destination for EMS partners.

Five ways the platform creates value

01 Prevent high-acuity leakage

Identify where trauma, stroke, cardiac and other priority patients are being transported outside the network. Focus intervention by geography, agency and service line.

02 Strengthen EMS partnerships

Replace anecdotal feedback with objective transport patterns. Prioritize agency engagement, uncover barriers and measure whether relationship efforts change destination behavior.

03 Strengthen physician relationships

Show service-line and physician leaders where referrals and downstream opportunities are being lost. Align growth priorities and direct outreach to the markets with the greatest potential.

04 Accelerate growth strategy

Quantify market share, patient origin and competitor capture to support service-line expansion, access planning, facility investment and growth decisions.

05 Improve resource allocation

Concentrate leadership, liaison and marketing resources on the accounts and markets most likely to produce measurable clinical and financial returns.

FINANCIAL TRANSLATION

Retained contribution margin
+ Incremental captured volume
+ Better-targeted outreach spend
+ Avoided low-return initiatives
= Measurable program ROI

Build the business case with your own data

Annual value opportunity

High-acuity transports retained × contribution margin per encounter
+ Incremental transports influenced × contribution margin
+ outreach and planning costs avoided

Compare total annual value with annual platform investment to calculate ROI and payback period.

Illustrative break-even

Annual platform investment
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Average contribution margin per retained encounter
= encounters needed to break even

What to measure in the first 90-180 days

High-acuity capture	EMS engagement	Physician alignment	Growth execution
Priority transports retained by service line	Agency meetings, barriers resolved and destination shifts	Outreach focused on verified leakage patterns	Market-share movement and opportunities activated

Better visibility. Better relationships. More high-value patients kept in network.

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