



Healthcare Market **Advisor**

Transforming Complex Data
to Actionable Insights
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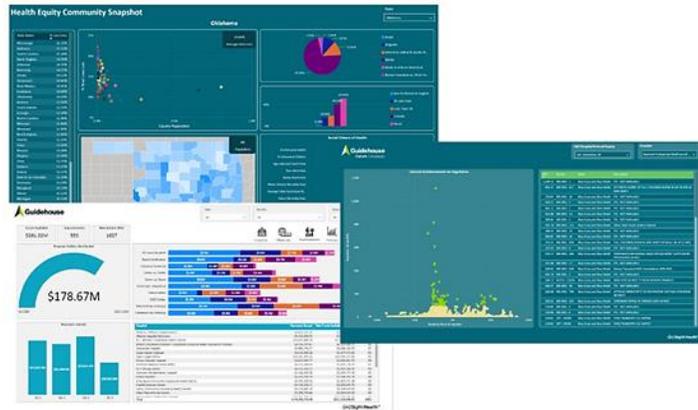
Organizations constantly seek data-driven insights to guide their strategic decisions, but the volume, disparity, and complexity of available data sources is overwhelming. In response, Guidehouse is introducing Healthcare Market Advisor, a suite of solutions that combine data, AI, and the best-in-KLAS subject matter experts to turn data into insights and action.

“Based on the pricing transparency data analyzed, we were able to renegotiate rates with a national payer and saw an 8% increase in rates.”

– CFO from large health system in Chicago Area

The Power of Integrated Data:

Market Advisor auto-ingests billions of the most current data elements published by health systems across the country, the government, and other publicly available repositories, including data from the Centers for Medicaid & Medicare Services, the Census Bureau, publicly available price transparency data, published clinical outcomes, brand rankings from the US News and World Report, and data from countyrankings.org. Collectively, this data offers a holistic view of markets, patients, and employees, enabling healthcare organizations to make informed decisions with a previously unattainable depth and clarity.



Guidehouse Expertise - A Recipe for Success:

By empowering strategic decision-making with Market Advisor, healthcare organizations can:

- Negotiate better reimbursement rates with insurers.
- Make informed decisions on which service lines to prioritize in different markets.
- Comprehend how social determinants of health influence reimbursement and clinical outcomes in specific markets.
- Benchmark service costs against market competitors and formulate a more strategic pricing approach.
- Design, build, and manage value-based and alternative payment models, clinically integrated networks.

Market Advisor solutions are built upon the robust data architecture and marketing intelligence expertise of Guidehouse. Recognized with four Best in KLAS rankings in 2023, we ensure Market Advisor goes beyond mere data integration. We analyze and interpret the data, developing unique actionable insights that address your challenges.

As healthcare continues to evolve, so must the tools we use to understand and improve it. Market Advisor is not just a solution but a partner, ready to guide healthcare organizations toward a future defined by informed decisions and strategic growth.

Contact Information

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