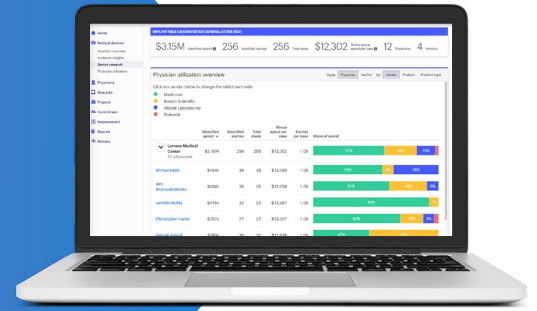




Elevate Decision-Making with Physician-Level Analytics



Where Data Confidence Meets Clinical Integration

In the complex supply chain landscape, lack of clarity into product usage at the physician level can reduce confidence to engage clinical teams in critical utilization discussions and hinder effective decision-making. Physician-Level Analytics by GHX integrates with our Product Introduction Management and Category Optimization solutions, providing supply chain teams with tangible, real-world utilization data pulled from your EHR.

Build Confidence in Clinical Conversations

Many supply chain teams struggle to engage physicians in clinical discussions, leading to fragmented decision-making with little to no physician alignment. Physician-Level Analytics empowers them to have conversations with clinicians using their own data as a common language. This can help accelerate decision-making while strengthening collaboration and driving a more clinically integrated supply chain.

Physician-Level Analytics is available as an add-on for GHX customers that already have either Product Introduction Management or Category Optimization. These powerful GHX product combinations empower your teams with essential tools for streamlined workflows and informed decision-making.

Features	Product Introduction Management	Category Optimization
Physician directory	✓	✓
Physician profiles with vendor, product and outcome analyses	✓	✓
Integration with new product requests	✓	✓
Product-specific physician utilization insights	✓	✓
Physician utilization insights for clinically and functionally similar products	✓	✓
Physician utilization insights for products in a sourcing category		✓
Ability to view physicians affected by sourcing strategies		✓

Unlock the Power of Data for Informed Decision-Making

Product Introduction Management + Physician Level Analytics

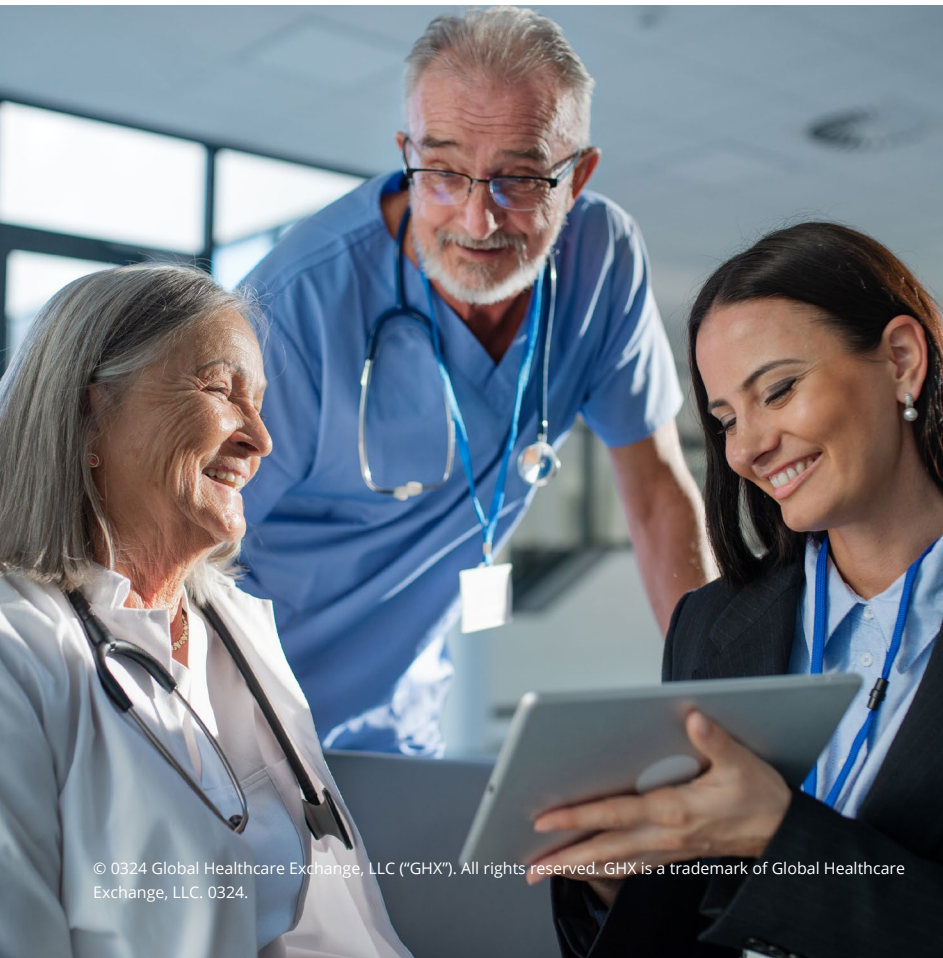
Access to physician utilization data directly from your EHR is a crucial component for optimizing clinical engagement and fostering alignment with financial and patient care targets. With Physician-Level Analytics, supply chain teams can leverage physicians' own usage data to keep discussions focused and evidence-based.

- Engage physicians using their own data
- Pinpoint physician vendor preferences at the point of request
- Identify physicians impacted by decisions
- Monitor and curb unapproved applications of new products

Category Optimization + Physician Level Analytics

Sourcing decisions can be hampered by a lack of insight into clinical usage. By integrating Physician-Level Analytics into Category Optimization, strategic sourcing teams can identify potential physician champions and detractors early on. This helps streamline the sourcing process and leads to more effective physician engagement.

- Assess contract adherence and tech use to secure savings targets
- Detect physician influencers and utilization trends
- Swiftly identify physicians affected by sourcing strategies



» Elevate your value analysis and strategic sourcing processes. Visit ghx.com/clinical-integration to learn more.