



Market Position Analysis

Essential Information for every Hospital CFO

CFOs and finance representatives can benefit greatly from an easy way to identify the current market position in relation to selected competitors in a way that can ultimately lead them to informed decision making regarding their pricing methodology.

The Market Position Analysis Offer

With MedCom's Market Position Analysis report, CFO's now have the ability to see in an easy-to-follow 10 page report detailing in a graphical format how their facility compares to the competition. As pricing issues dominate today's healthcare debate, the Market Position Analysis provides valuable market data to the CFO allowing them to make sound financial decisions for their hospitals.

Competing financial objectives and regulatory concerns continue to present challenges for every CFO on a daily basis. MedCom's Market Position Analysis functions as a springboard to assist facilities in defining sound pricing methodologies that meet defensibility concerns without eroding net revenue by examining:

- ✓ **Case level analysis of key Diagnostic Related Groups (DRG)**
- ✓ **Case level analysis of key Ambulatory Payment Classifications (APC)**
- ✓ **Your hospital compared to market-based benchmark averages**
- ✓ **Analysis of average markup of price to industry standard payment rates**

How To Get This Free Report

If you are interested, MedCom Solutions will send you a **detailed report** on how your hospital's pricing position compares to other similar facilities. This report will tell you how your hospital aligns with other facilities in categories such as key Inpatient DRG's, key Outpatient APC's, average OPSS fee schedule markup for major HCPCS categories, as well as benchmark comparisons of your hospital's pricing levels.

Next Step:

For your Market Position Analysis Report, please contact MedCom Solutions:

Telephone: 412.481.7710

Toll Free: 800.449.8601

E-mail: sales@medcomsolutions.com

Website: <http://www.medcomsolutions.com>

There is **NO CHARGE** or **OBLIGATION** for the Market Position Analysis, which can be done one of two ways.

You can either choose the **Customized Report**, which allows you to select the hospitals to which you will be compared, or MedCom can prepare an **Automated Report** by selecting a list of hospitals for you based on similar size and location and send you the report without your involvement. If you decide to have MedCom prepare the list for you, you'll have the report within five business days. Choosing your own list will require a 10-15 minute phone call with a MedCom representative to collect the specific hospital names, but the report you receive will be customized to the hospitals you chose to be benchmarked against. With either option, the report can be sent via email or shipped to you within five business days.

To request either the Automated Report or to schedule a phone call to generate a preferred list of hospitals for your Customized Report, simply follow the next step.

Sample Market Position Analysis Charts

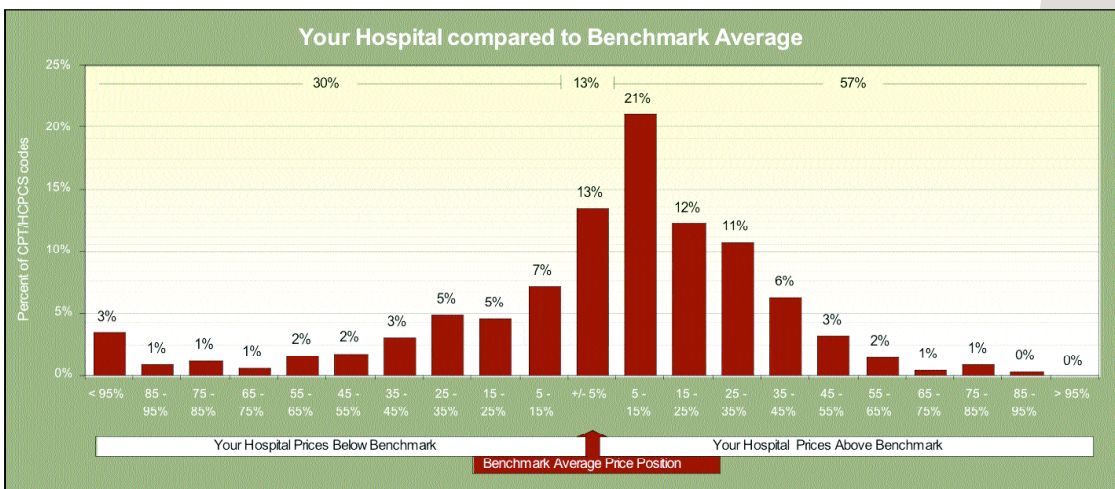
Here is a sample of the valuable reporting metrics that you'll receive as part of the Market Position Analysis.

Key APC Analysis — See how your facility compares based on the average charge, per APC for the top procedures performed at your hospital.

APC	APC Description	Your Hospital	Average Benchmark	Your Hospital Var from Avg	Highest Benchmark
077	Level I Pulmonary Treatment	\$ 72.30	\$ 36.40	99%	\$ 50.55
095	Cardiac Rehabilitation	110.07	93.08	18%	99.44
099	Electrocardiograms	124.31	102.66	21%	113.30
260	Level I Plain Film Except Teeth	155.14	103.63	50%	120.30
266	Level II Dx and Screening Ultrasound	396.46	234.88	69%	291.62
267	Level III Dx and Screening Ultrasound	643.90	455.62	41%	769.77
283	Computed Tomography W Contrast	1,269.54	849.77	49%	1,025.51
332	Computed Tomography W/O Contrast	982.36	640.59	53%	785.98
343	Level III Pathology	168.98	125.30	35%	157.99
368	Level II Pulmonary Tests	179.66	126.90	42%	187.56
409	Red Blood Cell Tests	25.63	24.84	3%	36.70
433	Level II Pathology	97.62	54.45	79%	69.79
604	Level 1 Hospital Clinic Visits	100.77	55.29	82%	93.75
605	Level 2 Hospital Clinic Visits	130.78	100.31	30%	184.40
609	Level 1 Emergency Visits	123.11	128.08	-4%	167.79
613	Level 2 Emergency Visits	239.14	220.24	9%	256.65
614	Level 3 Emergency Visits	451.65	474.23	-5%	579.52
615	Level 4 Emergency Visits	677.26	608.08	11%	724.04
616	Level 5 Emergency Visits	1,211.78	882.69	37%	1,223.97
687	Level I Echocardiogram Except Transesoph	345.88	351.06	-1%	384.21

HPCPS Category	Your Hospital	Average Benchmark	Your Hospital Var from Avg	Highest Benchmark
Surgery ¹	2.71	2.26	20%	2.67
Radiology ²	3.83	3.73	3%	4.29
Pathology and Laboratory ³	4.88	4.16	17%	5.68
Medicine ⁴	3.33	3.39	-2%	3.66
Evaluation and Management ⁵	2.66	2.47	7%	2.60

Hospital compared to Average Fee Schedule Markup — Evaluate your average fee schedule markup as compared to other facilities, by service line.



DRGs compared to Average Benchmark — Compare your facilities' pricing on case level basis, by DRG to gauge your position relative to industry averages.