

THE RES DIFFERENCE

THE EVOLUTION OF OUTPATIENT PLANNING



THE OLD WAY

METHOD ONE

MARKET DEMOGRAPHIC DRIVEN ONLY

- Psychographics, Demographics, Consumer data, Daytime Population, Market retail +
- Gut Instinct
- Local Market Intelligence

~ 25% ACCURACY

METHOD TWO

HEALTHCARE CLAIMS DATA DRIVEN ONLY

- Physician level counts, claims data, payor mix +
- Gut Instinct
- Local Market Intelligence

~ 25% ACCURACY

THE RES WAY

Old methods of site selection rely on limited data and guesswork, producing vague site scores, and single site recommendations at the zip code/county level.

Instead, RES:

- Utilizes predictive analytics with best combined data sources available, all powered by STRATUS
- Analyzes entire markets for ideal number of locations—maximizing market share and minimizing cannibalization
- Identifies optimal site placement at the intersection level
- Provides data for business case development: projected patient demand, competitive physician supply/need, payer mix estimates by service line
- Has the strongest track-record of accurate predictions with thousands of successful ambulatory recommendations in diverse markets across the country



- Demographics
- Healthcare Claims
- Local Intelligence + Healthcare Client Experience

Cloud-based platform leveraging billions of calculations—allowing clients to perform unlimited scenario modeling that yields comprehensive and highly accurate predictions—making it easy to drive consensus and decisions.

90+ % ACCURACY