



ACHE OF MASSACHUSETTS  
SPRING CONFERENCE

April 15, 2015

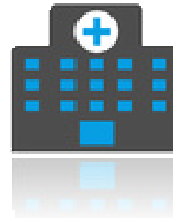


We help health systems match patients to providers in a manner that:

Gets patients to the right providers for the right level of care



Improves provider productivity, alignment, and access



Optimizes capacity utilization and financial performance

**BECAUSE A BETTER MATCH MEANS BETTER CARE.**



# The Patient Access Paradox

12-24  
Week  
Wait-Times



40%  
Under-Utilized  
Provider Capacity



Poor Patient  
Experience

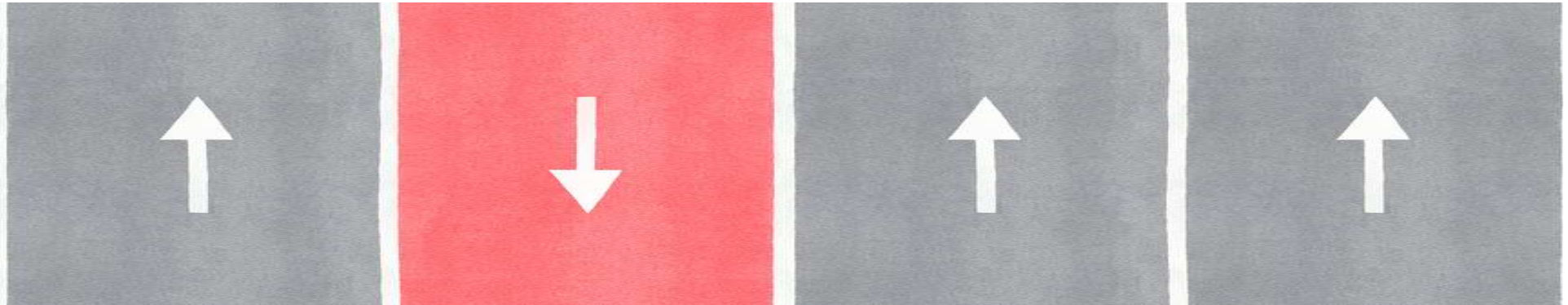


Lost Provider  
Productivity



Poor System  
Performance

## Misdirected Referrals → Under-Leveraged Providers



Even if they can get an appointment,

**56,000**

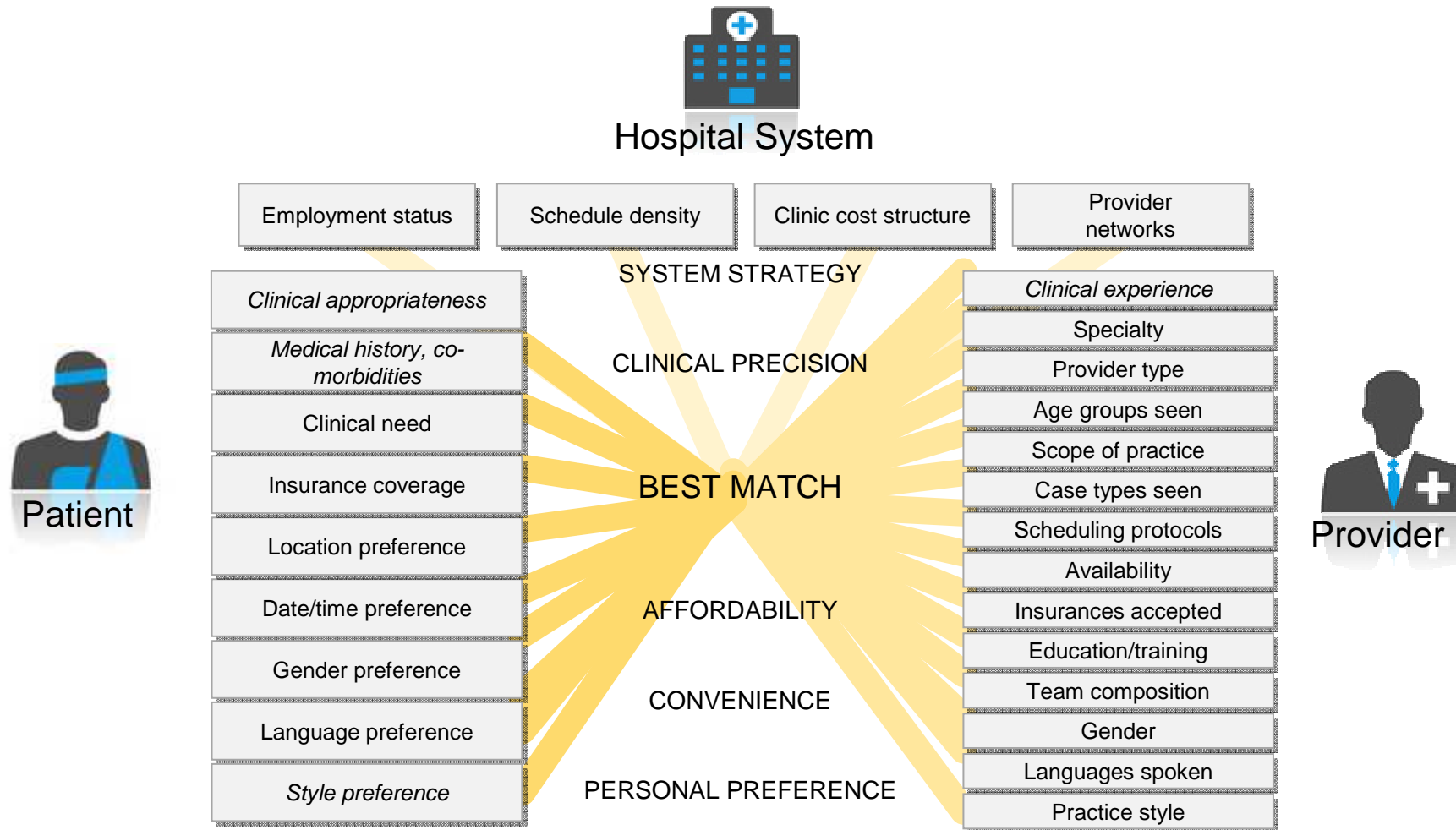
patients get sent to the

**wrong type of doctor** everyday.

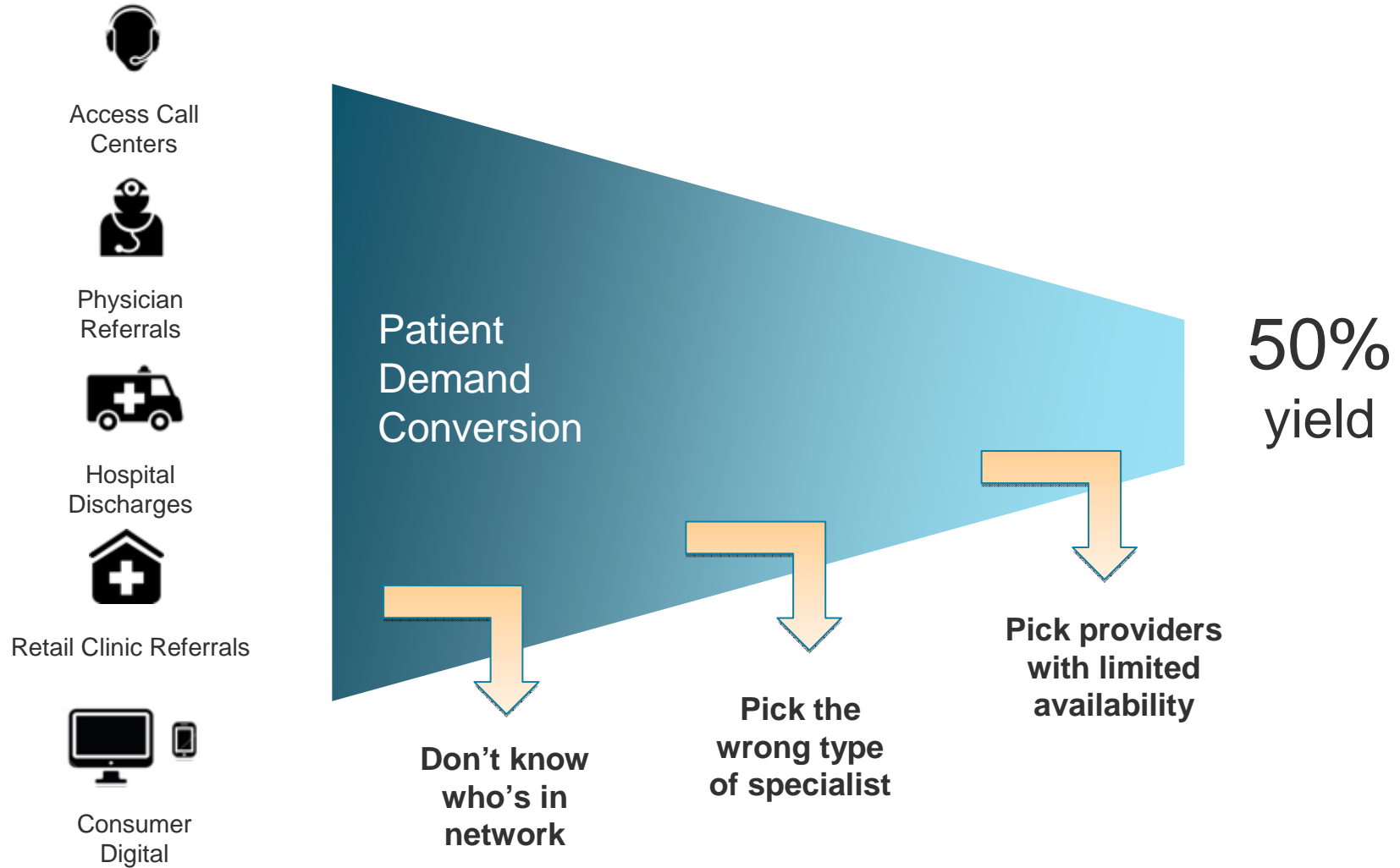
- *Patient satisfaction is compromised*
- *Unnecessary costs*
- *Wastes the provider's time*

# Why Does This Happen?

## Patient Access Is Extremely Complex



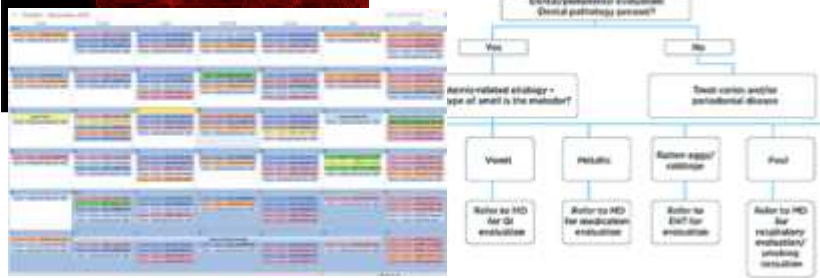
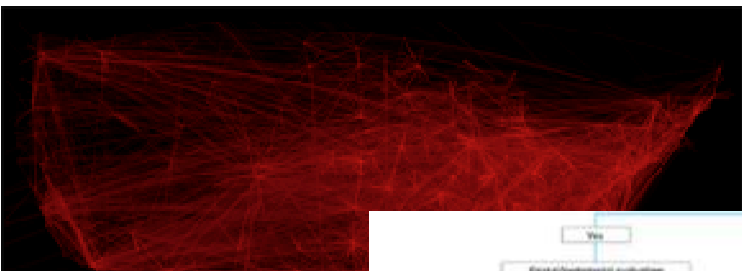
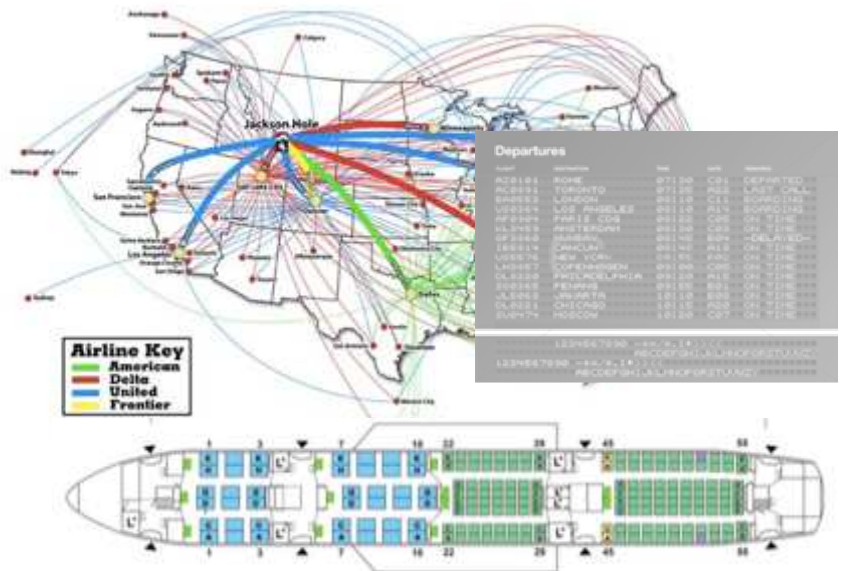
# Complexity of System → Complexity of Access



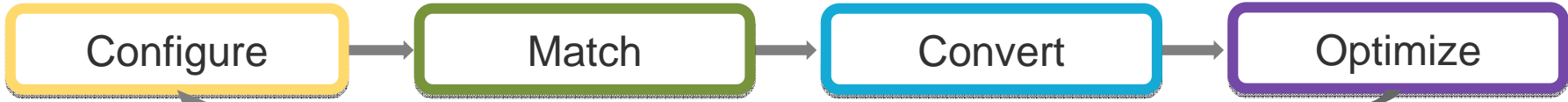
# Leveraging Lessons from Travel into Healthcare



Search & schedule across all “providers”  
 Filter by “customer” preferences  
 Accommodate complex business rules  
 → Optimize capacity utilization



# PROVIDERMATCH Data-Driven Patient Access



**Alex Klein, MD**

Provider Profile | Practice Information | Practice Locations | Insurances Accepted | Scheduling Protocols

Legend: ★ = promoted; ↑ = high proficiency; ✓ = in scope; ✗ = not in scope  
 This provider is schedulable for the following clinical concepts (56 total)

Clinical Concept	★	↑	✓	✗	Scheduling R
abnormal eeg					
anomalous atrioventricular excitation					
arrhythmia					
atrial fibrillation					
atrial fibrillation ablation					
atrial flutter					
atrial tachycardia					
atrioventricular block					
brugada syndrome					

What is the reason for referral?

atri

- atrial septal defect
- atrioventricular canal
- atrioventricular block third degree
- atrioventricular block
- atrial flutter
- atrioventricular septal defect
- atrial tachycardia
- atrioventricular block complete

Today: 73 | Yesterday: 88 | Lifetime: 31,200

Cardiology > Electrophysiology

Keyword: atrial fibrillation  
 your search term was auto-corrected to "atrial fibrillation"

5 matching providers

Sort by: Relevance | Availability | Distance

Available After: 2015-04-09

Distance: Within 20 miles of 44106

Age Groups Seen: Adult (4), Pediatrics (1)

Insurance Accepted: BCBS PPO

Network: Acme ACO (2), CIN (5), Preferred Network (5)

Gender: F (1), M (4)

Languages: ARABIC (1)

Location: No options for this search

Specialty: Cardiology

Subspecialty: Electrophysiology (2), Pediatric Cardiology (1)

Practice Focus: No options for this search

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**Albert Waldo, MD** | Next avail: 7 days | Book Now

Cardiology > Electrophysiology | Acme Hospital

Closest location: 0.8 mi. from '44106'

Matched on: Scope of Practice, High Proficiency Area

Booking Ratio: 52%

3rd next available: Apr 23, 2015

Dr. Waldo has 46 years of practice experience.

Provider type = Physician  
 Gender = Male  
 Languages Spoken = ENGLISH

Accepting new patients  
 Sees adult

Scheduling Notes: For new patients: please have records sent to office at least 2 days before scheduled appointment.  
 Clinical Contact: Lauren - 555-3101

Last updated: Apr 5, 2015 03:31:11

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**Judith Mackall, MD** | Next avail: 7 days | Book Now

Cardiology > Electrophysiology | Acme Hospital

Closest location: 0.8 mi. from '44106'

Matched on: Scope of Practice

Booking Ratio: 52%

3rd next available: Apr 23, 2015

Dr. Mackall has 21 years of practice experience.

Provider type = Physician  
 Gender = Female  
 Languages Spoken = ENGLISH

Accepting new patients  
 Sees adult

Scheduling Notes: For new patients: please have records sent to office at least 2 days before scheduled appointment.  
 Clinical Contact: Patricia - 555-2099

Last updated: Mar 28, 2015 03:31:11

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**James Strainic, MD** | Next avail: 7 days | Book Now

Cardiology > Pediatric Cardiology | Acme Hospital

Closest location: 0.2 mi. from '44106'

SCREENSHOTS CONTAIN REPRESENTATIVE CONFIGURATIONS OF KYRUUS' APPLICATIONS AND MAY DIFFER FROM ACTUAL IMPLEMENTATION.

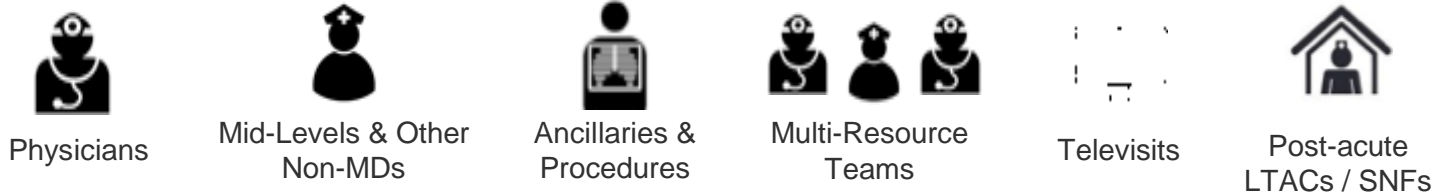




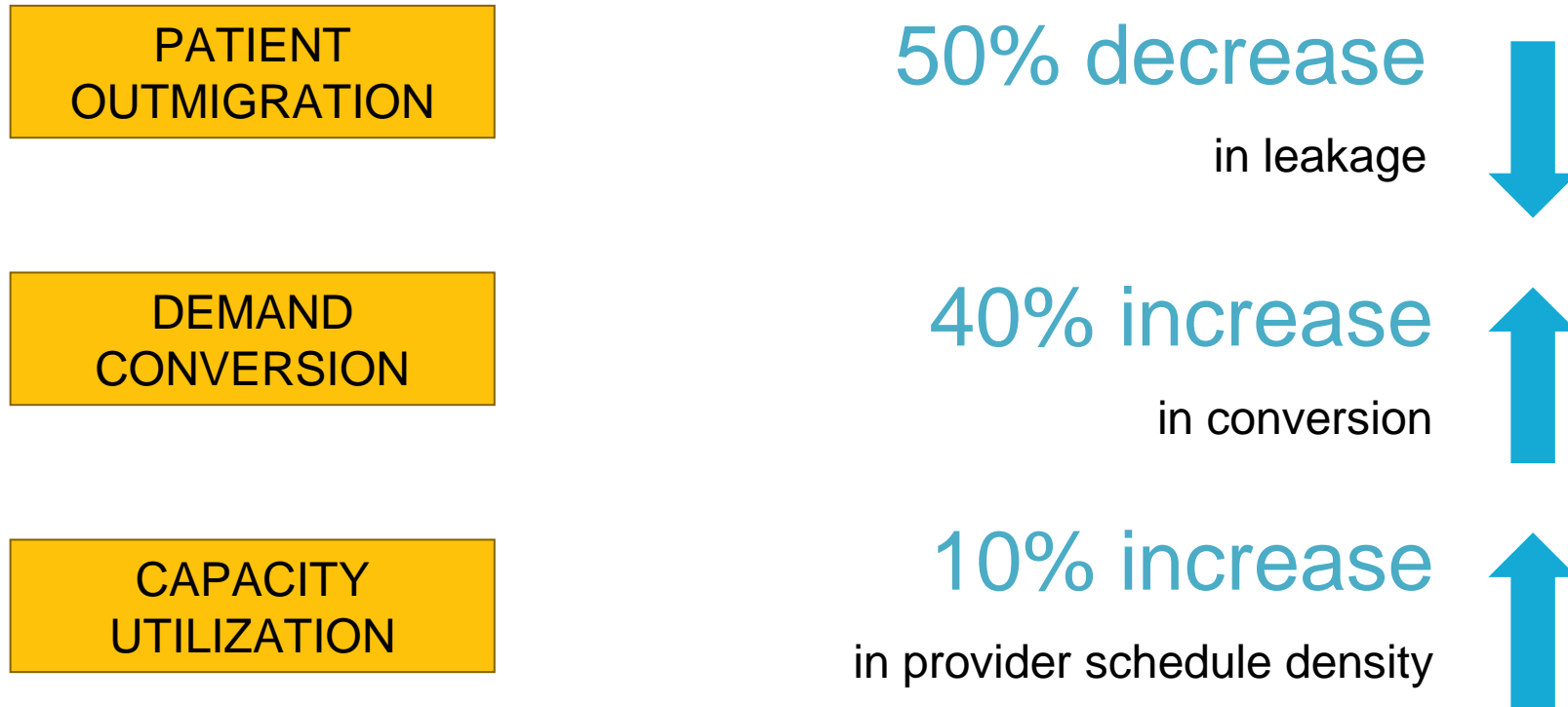
# The Premier Multi-Channel Patient Access Platform For Health Systems



PROVIDERMATCH



## Demonstrated Impact



~100K patients per week receiving better coordinated care with the right providers



A BETTER MATCH = BETTER CARE