Business Intelligence Solutions for Healthcare Providers
Business Intelligence (BI)

The process of transforming raw data into meaningful information to enable more effective business insight and decision-making

MicroStrategy, Incorporated (NASDAQ: MSTR)

- Founded in 1989
- Leading independent business intelligence software vendor
- Over 1 million business users at over 3,000 organizations
- Direct operations in 42 cities in 23 countries around the world
- Over 50 patents pending or issued
8 of the 10 Top Global Healthcare Companies use MicroStrategy

MicroStrategy Supports Over 200 Healthcare Companies Worldwide

- The Advisory Board Company
- Alert Life Science (eMR)
- Amerisource Bergen
- BC Ministry of Health
- Canadian Institute for Health Information
- Cancer Care Ontario
- Consortium Health Plans
- CVS Caremark
- European Medicines Agency
- Fraser Health Authority
- IMS Health
- MedAssets
- National Institutes of Health
- Novation
- Premier, Inc.
- Saint Elizabeth Health Care
- Scott & White Memorial Hospital
- Solucient
- SDI Analytics
- Suncoast Solutions
- The University of Texas, M.D. Anderson Cancer Center
- Visiting Nurse Service of New York
- WakeMed Health & Hospitals
Healthcare Provider Customer Success Stories

Using MicroStrategy Mobile to Reduce Hospital Supply Costs Significantly

Founded in 1998, Novation is the leading health care supply contracting company for more than 25,000 members of VHA Inc. and the University HealthSystem Consortium (UHC), two national health care alliances, and 5,500 members of Provista, LLC. Based in Irving, Texas, Novation acts as the supply contracting company for VHA and UHC member organizations to help them manage and reduce supply costs. In July 2010, Novation delivered VHA PriceLYNX to VHA members, a price benchmarking application for the iPhone and iPad. With the app, member hospitals have a clear view of their supply chain on-the-go, as well as graphical snapshots of pricing information hospital buyers need to make smart purchases. After a year in use, VHA members have realized an average annual savings of more than $4 million per facility.

Benchmarking for Hospitals to Assess Relative Performance and Improve Processes

Premier Inc. operates one of the leading healthcare purchasing networks and the nation’s most comprehensive repository of hospital clinical and financial information. Premier currently uses the MicroStrategy Business Intelligence Platform™ to offer its member hospitals comparative healthcare information services to help drive performance improvements. MicroStrategy supports a wide range of Premier data applications, including ClinicalAdvisor™, a clinical efficiency and quality performance benchmarking application. Hospitals use ClinicalAdvisor to access critical performance measures against comparative benchmarks to help make data-driven decisions to improve processes and performance in their organizations.

Improving Patient Flow, Accessing Critical Data for Grants and Clinical Studies

Dana-Farber Cancer Institute is a principal teaching affiliate of the Harvard Medical School and is among the leading cancer research and care centers in the United States. Dana-Farber will use MicroStrategy for its clinical operations reporting application, which will be used by clinic managers, nurses, disease program administrators, and schedulers to improve their ability to manage patient flow through clinical areas, reduce wait times, optimize clinical processes like pharmacy dispenses and medical records management, and monitor staffing levels. Clinical research assistants, statisticians, doctors, and clinical researchers will use the MicroStrategy-based clinical research reporting application for insights into data that will help them write research papers and grants, identify patients for clinical studies, and better understand treatment outcomes.

Identifying Trends in Quality of Care for 3.3 Million Home Care Visits Annually

Saint Elizabeth Health Care is a Canadian not-for-profit charitable organization with a team of approximately 4,000 health professionals that deliver 3.3 million home care visits annually. SEHC plans to use MicroStrategy’s Dynamic Enterprise Dashboards™ and reporting capabilities to monitor key performance indicators tied to the organization’s corporate strategies. SEHC’s leadership, including vice presidents, managers, and supervisors, plans to use the dashboards for greater insights into clinical, client, and administrative data. With MicroStrategy, SEHC personnel can quickly identify trends in the quality of care across all programs and caregivers.
Flexible Reporting for Cost-Containment Solutions

Formed in 1976 and based in Tampa, Fla., PMSI-Tmesys is the one of the nation’s leading providers of cost-containment solutions for pharmacy and specialty services in the workers’ compensation and catastrophic injury markets. PMSI-Tmesys clients can generate user-friendly reports on medications prescribed to a particular claimant, top-prescribed drugs, top dispensing pharmacies, and payer-specific savings, among other criteria. Using MicroStrategy, the users have the flexibility to drill down into the data, analyze it, export it, customize it, and present it in a number of different ways. Previously, PMSI-Tmesys clients received monthly reports via e-mail, with little control over the frequency and appearance of the reports.

Offering Transparency into Medicare Spending Data on 40 Million Hospital Admissions

The new information dashboard recently launched by the Centers for Medicare & Medicaid Services (CMS) is powered by MicroStrategy. The new CMS dashboard offers an exciting tool in support of President Obama’s initiative for transparency and open government. In addition to providing the American public with detailed insights into Medicare spending, the dashboard data can be used by government and industry to assess health care policies, improve the management of health care, and identify areas for change. With data from over 40 million Medicare hospital admissions, the dashboard enables the public to view the relationships between cost and volume of Medicare admissions by State, starting in January 2006. Every month, the data will be updated with nearly one million more admissions.

Improved Planning, Lowering Emergency Wait Times By 18%

Cancer Care Ontario, a non-profit government health care agency is piloting MicroStrategy mobile for planners and decision makers. Summary system-level performance information delivered to key stakeholders enables them to make planning and funding decisions that ultimately improve the lives of patients. Working closely with government, CCO has been able to reduce emergency wait times by 18% since 2008.

Enhanced Visibility Into Financial, Operational, and Clinical Performance

The Advisory Board Company is the leading worldwide health care research and professional services firm serving more than 2,600 hospitals and health systems. The Advisory Board provides multiple, hosted business intelligence applications, each focusing on a distinct area critical to hospital margin and clinical improvement and each leveraging the Advisory Board’s deep industry expertise. There are currently thousands of individual users – from CFOs to business analysts – accessing the applications on a daily basis.
Financial leaders in most health systems struggle to understand the factors contributing to revenue leakage. The variance between gross and net revenue can be staggering. Forecasting cash flow and estimating financial reserves on accounts receivable is a daunting task without strong reporting capabilities in place. CFOs and revenue cycle leadership must be on the same page to monitor and analyze the financial metrics that contribute to net revenue.

With MicroStrategy’s business intelligence platform harmonizing your billing, cash, and remittance data, you can monitor and forecast financial performance more effectively. Mobile dashboards allow your executives to stay in touch with recent developments in the revenue cycle at all times. Physicians can be included in the dialogue as they can share a secured view of their own financial performance. What-if scenarios can help leadership understand the impact of contractual or process improvements.
Pay for Performance, Meaningful Use

Leverage Your EHR Data for Meaningful Use and More

The attention currently focused on electronic health records (EHR) is largely driven by the financial incentives associated with ARRA and HITECH for the meaningful use of an EHR by 2015. However, hospital leaders and healthcare providers are finding that achieving meaningful use can be complicated if the analytic tools within their core EHR systems are not up to the task. Moreover, many hospitals have more than one EHR, rendering the embedded meaningful use reporting capability less valuable because it is not able to integrate data from other systems. With that in mind, Lancet Healthcare Solutions and MicroStrategy have developed a meaningful use solution that provides healthcare organizations with reports and highly visual dashboards that provide an at-a-glance view of where they are and where they need to be to achieve meaningful use.

In addition to monitoring outcomes and evaluating progress on meaningful use goals across their organization, executives and physicians can also leverage their integrated EHR data for quality of care, pay for performance, and patient safety initiatives.
Care Management

Understand Channel Value, Usage, and Optimization

Care management programs are created to appropriately manage health resources and improve member wellness. Health plans, or health insurance payers, need to understand how to measure the processes of care, how these processes impact the outcomes of care, and how both of these match up to the number of resources being consumed. Successful care management programs depend on a health plan’s ability to connect data across organizational boundaries and turn it into actionable insights for employees tasked with launching care management programs.

The Care Management application integrates data from member healthcare encounters to establish coordination and integration of care delivery programs. It provides a single source of member health data regardless of geography and delivers on member expectations of an integrated health care experience.

In addition, the Care Management app provides health plan management a view into the effectiveness of care management programs. Users can quickly analyze:

- Program Identification and Stratification
- Outcomes and ROI measures
- Program Adherence
Solutions for Healthcare Providers

Hospital Quality Comparison

Engage Your Patients with Mobile Apps and Quality Scores

The measurement and publication of hospital and physician quality scores is here to stay. Patients are growing more savvy as consumer-directed health plans are forcing them to consider the cost of their elective healthcare decisions. Specialized apps, which compare physicians based on quality scores and clinical outcomes, provide insight to patients and ultimately affects their decisions. Take control of the market by engaging members with mobile applications, including “find a doctor” capabilities. These physician locator tools can include cost and quality scores embedded in a geo-spatial view inside the app.

MicroStrategy’s Hospital Quality Comparison application utilizes quarterly data, as published by the U.S. Dept of Health and Human Services (DHHS), and provides analysis of US hospitals across three areas:

- Standards Compliance
- Outcomes of Care
- Patient Experience

Users can quickly find hospitals near them, see their latest scores, and compare hospitals at a state and national level to become more informed healthcare consumers and improve the quality of their care.
The MicroStrategy Platform is Uniquely Suited to Meet the Complex and Varied Needs of the Healthcare Industry
Why Do Tier One Healthcare Providers Turn to MicroStrategy?

Only MicroStrategy Meets the Unique Regulatory, Privacy, and Data Volume Requirements of the Healthcare Industry

Turn large amounts of complex data into a single version of the truth...

- Oracle Essbase
- Microsoft Analysis Services
- Data Warehouses
- DataMarts
- Salesforce.com
- Spreadsheets, Text Files
- All Data Sources: Accessing All Enterprise Data

on the fastest, most robust BI platform...

- Non-stop Operations
- In-memory Performance
- Highest Scalability
- Complete Security

Industrial Strength: High Performance Delivered Even at the Highest Scale

to complete any type of analysis...

- Alerts & Monitoring
- Dashboards
- Reporting
- Analysis
- Predictive Analytics

All Styles of BI: Evolving Requirements Fully Supported Out-of-the-Box

when and where you need it.

- Web
- Mobile
- Desktop
- Printers

All Interfaces: Information Delivered Where and When Users Need It
MicroStrategy Mobile Business Intelligence

**FASTER TO DEVELOP** – Quickly design apps that offer a superior user experience, knowing that infrastructure code such as networking, security, data management, and sensor integration is already built-in.

**NO CODE REQUIRED** – Customize the look, feel, and behavior of your app using an array of finely-designed, iPhone-optimized displays and controls. MicroStrategy’s intuitive point-and-click interface makes configuration easy.

**EASIER TO MAINTAIN** – Accelerate deployment of new apps and stream app updates with the MicroStrategy Mobile application platform, so users always have easy access to the latest, most up-to-date information.

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**MicroStrategy’s Extensive Platform Experience Conveys Directly to Mobile BI**

The MicroStrategy platform is built on one unified, organically-developed architecture. This platform provides a number of critical capabilities to ensure that it is truly enterprise-class:

**Rapid Development and Deployment** using WYSIWYG point-and-click design in the MicroStrategy integrated development environment.

**High Scale and High Performance** across user scale, data scale, and application scale on the fastest, highest performing business intelligence server.

**Economies of Scale** as the system grows with the minimum number of IT personnel and the fewest servers.

**‘Write once, run anywhere’ Flexibility** from a single service-orientated architecture to satisfy multiple devices and clients without additional integration or device-specific translation.

**Openness and Extensibility** via MicroStrategy’s SDK and extensive library of APIs.

**Secure Data Access Model** designed to provide robust data protection using a full range of technologies and security models.

**Comprehensive Administrative Control** consistent with mission-critical system operation.

**Unmatched Analytical Power** against entire data warehouses using data mining, predictive, statistical, financial, and mathematical analyses.
Mobile Intelligence for the iPhone®, iPad®, and BlackBerry

Native App Experience

Purpose-built, workflow-driven apps that quickly and easily guide users through their data to discovery, analysis, or decision. Apps fully leverage mobile device capabilities, including the multi-touch interface, sensors (GPS or camera), communications (voice, email, text), and more.

Enterprise Grade

Designed to deliver the higher levels of performance and scalability demanded by mobile apps. MicroStrategy delivers in-memory, multi-level caching, ROLAP analytics, robust security, easy extensibility, and comprehensive administration features designed for enterprise deployments.

Fast to Develop

Fast, code-free app development via MicroStrategy’s metadata-driven, point-and-click paradigm. Build rich, interactive BI apps in just days. Speed deployment by building once and deploying across platform to iPhone, iPad, BlackBerry, browsers, Microsoft Office, or portals.
Visualize Patterns and Trends in Your Data

**An Extensive Library of Graphs**

- Bubble Chart
- Bar and Line Chart
- 3D Bar Graph
- Gantt Chart
- Radar Chart
- BoxPlot
- Area and Line Chart
- Histogram
- Line Chart
- Waterfall Chart
Capabilities Finally Made Possible with Mobile Technology

**Camera**
Snap barcodes to use as inputs for your analysis

**Visual Information**
Use visual information in your analyses or to share with patients and colleagues at the point of care

Scan *patients’ identification and allergy information*

Track *medications and medical supplies*
From Insight to Action

Monitoring your organization’s performance in the palm of your hand is a powerful business capability. Interacting with that information to approve requests, submit orders, change plans, and capture information at the moment of insight takes that power to a new level.

MicroStrategy Transaction Services lets people act on business information from a mobile device such as the iPad and iPhone, as well as from a dashboard on any web browser.
Empower Your Staff to Take Action on the Move

Move Forward. Request Management in Real Time.

Review all business items requiring your action
Approve requests based on information presented
Deny requests at the tap of a button
Reassess ongoing requests by asking the requestor for more information
# Partners in Healthcare Provider Solutions

## Strong Partnerships with Over 200 World-Class Providers

### System Integrators

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<th>Deloitte</th>
<th>Cognizant Technology Solutions</th>
<th>iOLAP</th>
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### Applications

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### Database / Technology

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What MicroStrategy Customers are Saying: The Buzz

Actionable Information to Provide Phenomenal Care

“With actionable information, our leadership will be able to better understand root causes, exceptions, and trends to help us continually improve operations to ensure performance excellence and phenomenal care.”

- Saint Elizabeth Health Care

Reducing Hospital Supply Costs with MicroStrategy Mobile

“Hospitals, under constant pressure to offset declining margins and shrinking reimbursements, now have mobile access to continually retrieve and monitor important information on supply prices, and also compare that price to market trends. From the perspective of the buyer, more actionable information means speedier analytical decisions to serve patients, improve operational efficiencies, and implement new savings opportunities. The more information a hospital has access to, the more power it has to make decisions that improve the bottom line.”

- Novation

Better, More Insightful Research In the Fight Against Cancer

“Through our “iPort” application, powered by MicroStrategy, Cancer Care Planners, clinicians, and physicians across the province have access to a variety of standard reports which allow them to better understand cancer mortality/survival rates and projections, new causes of cancer, preventive oncology support, cancer research, quality performance, and guideline concordance. The system is enabling our personnel to deliver better, more insightful research and a higher level of care for our patients.”

- Cancer Care Ontario

Helping Hospitals Reach Top Tier Performance

“Our research shows that top performing organizations separate themselves from their peers by their ability to quickly diagnose the root cause of recurring problems and issues and spend time not on diagnosis but on driving to solutions. Our business intelligence membership programs -- which include our distinctive business intelligence tools on MicroStrategy’s platform as well as our best practice research and domain expertise to drive ongoing improvement -- really help our member hospitals reach and maintain the top tier of performance.”

- The Advisory Board