

HEALTHCARE COMPANIES USE BUSINESS INTELLIGENCE SOFTWARE TO INCREASE PROFITABILITY THROUGH IMPROVED CLAIMS ANALYSIS AND ENHANCED FINANCIAL REPORTING, WHILE IMPROVING THE LEVEL AND VARIETY OF SERVICES DELIVERED TO PATIENTS.

Eight of the top 10 global Healthcare companies and other leading companies in the Healthcare sector rely on the MicroStrategy BI platform to make more effective decisions, especially in the following business areas:

SERVICE & CARE ANALYSIS

- Identify unnecessary or under-utilized services through analysis of current care practice patterns, patient treatment histories, and patient resolution trends
- Monitor the quality of care and service in line with the Health Plan Employer Data and Information Set (HEDIS) standards through comparisons of data histories of patient access, patient satisfaction, utilization, and financials
- Improve resource planning and scheduling through analysis of patient demographics and histories of healthcare use and drug use to determine the likelihood of increased resource consumption

CLAIMS ANALYSIS

- Improve risk analysis and loss reservation by reviewing the insurance network as a whole, detecting anomalies tied to errors or fraudulent claims
- Identify deliberate deceit by providers seeking payment for services not actually rendered or by beneficiaries claiming program eligibility

OPERATIONS & FINANCIAL ANALYSIS

- Improve the efficiency of statutory reporting and ensure accountability from financial analysts to business unit management, executives, and directors through easier access to aggregated data and formatted reports
- Increase the amount of collections and improve forecasts by identifying delinquent payers and managed care providers more quickly and proactively
- Improve operations and cost efficiencies through identification of unusual costs, selection of best practices of the most profitable business units, and implementation of improved utilization patterns

SALES & MARKETING ANALYSIS

- Determine the most cost-effective marketing techniques by tracking campaign costs against budget, calculating the return on investment for campaigns, and comparing performance against goals
- More effectively prove which products and services are profitable in specific patient segments and measure how marketing efforts and corporate communications alter brand perception and performance

CUSTOMER SUCCESSES

PREMIER, INC.

- Premier uses the MicroStrategy platform to offer its member hospitals comparative healthcare information services to drive performance improvements.
- The MicroStrategy platform currently anchors 20 business intelligence applications that help more than 600 health system clients make informed decisions on clinical quality and patient safety, business and market strategy, clinical resources utilization, operational performance, and productivity.


 The Premier logo features the word "PREMIER" in a bold, black, sans-serif font. Above the letter "I" is a stylized graphic of three vertical bars of increasing height, resembling a bar chart or a signal.

EUROPEAN MEDICINES AGENCY (EMA)

- More than 40,000 users at EMA, including regulators, pharmaceutical companies, and healthcare professionals, analyze safety information for drugs before and after they are introduced to the market.
- The MicroStrategy reporting and analysis applications are used for the EudraVigilance database.


 The EMA logo consists of the lowercase letters "ema" in a blue, cursive-style font. Above the letter "a" are five small yellow stars arranged in a slight arc.

The MicroStrategy platform supports the technical needs of Healthcare customers:

- By definition, Healthcare providers have access to very private and personal information regarding health history and finances, so MicroStrategy's row level (what data you can see) and object level (what functions and calculations you have access to) security within a report or dashboard is essential during analysis
- One, central location to control all security policies, access control lists, and permissions gives administrators in Healthcare companies the ability to maintain security across a user base that is dispersed by both abilities and distance
- The zero-footprint Web interface allows for administrators, nurses, doctors, and technicians in any healthcare setting to have access to their personalized data and perform any ad hoc analysis they desire

8 OF THE TOP 10 GLOBAL HEALTHCARE COMPANIES RELY ON MICROSTRATEGY

"More than 600 of our clients perform intuitive Web-based query and reporting analyses that identify ways to improve clinical care processes and the quality of outcomes. Our success demonstrates that MicroStrategy is committed to delivering the best, most comprehensive business intelligence platform in the market."

— TODD WILKES, PREMIER, INC.

LEARN MORE ONLINE

MicroStrategy was rated #1 in Customer Loyalty, Data Volumes, and Standardization by The OLAP Survey.

For the complete results visit:

<http://www.microstrategy.com/OLAP6Survey>

For a list of customers by industry, including Healthcare, visit:

<http://www.microstrategy.com/CustomerList>

MicroStrategy
Best In Business Intelligence