

HUNCH: Revenue is up this year.



FACT: Referrals have increased but
net collections have decreased.





Know better.

Running a practice requires critical decision-making. Are you leaving yours to chance? InfoDive® is a web-based business intelligence solution for medical practices. It allows you to quickly and easily analyze both your internal data as well as compare your practice to others. This enhanced understanding helps you improve the quality and efficiency of your business processes and physician performance. With InfoDive® you will enhance productivity, increase revenue, reduce risk and improve marketing results. Given today's competitive marketplace, can you really afford to do business without it?

"The ability to monitor and analyze data over time has been invaluable for our business. The focus on better coding practices alone has more than justified the ROI for InfoDive®."

– Kevin Berger, M.D.
Phoenix Pediatrics, LTD.



InfoDive® Benefits

Information is a powerful tool – but only if it's at your fingertips. InfoDive® gives you instant access to insightful, actionable information about how your medical practice is performing. This web-based business intelligence solution allows you to quickly and easily analyze both your internal data and compare your practice to others in a variety of areas including coding, productivity, marketing, revenue collection and more.

Enhance Productivity

Benchmarks are available by specialty or sub-specialty.

Increase Revenue

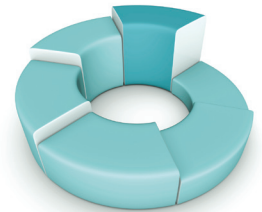
InfoDive® analyzes reimbursements and adjustments so you'll enter contract negotiations with better data than the payer.

Reduce Audit Risk

Compare coding patterns and see how your providers stack up against their peers and national benchmarks.

Improve Marketing Results

Use referral data and patient demographics to target your marketing efforts.



Key Features

- Robust internal and external benchmarking data
- Automated data updates with little staff time required
- Complimentary monthly educational webinars
- No software to install
- Easy to use
- Pre-packaged powerful business intelligence key report packets are automatically delivered to you in PDF format
- Flexible user interface allows easy “slicing and dicing” of data
- Fully secure and HIPAA compliant



“In business, economics and other fields decisions will increasingly be based on data and analysis rather than on experience and intuition. We can start being a lot more scientific.”

– Professor Erik Brynjolfsson as interviewed by *The New York Times*

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