IBM Facility Targeting Reports

Targeting sales at US hospitals and surgery centers

Knowing the sales potential by facility and the relationship between physicians and facilities is critical to market uptake of your product in the secondary market.

With the capability of combining hospital diagnosis and procedure volumes with physician affiliation data, we can help provide you with insight into physician and facility drivers in US geographic markets that you specify.

IBM® Facility Targeting Reports can provide information for product forecasting, sales force alignment, call plans, and clinical trial placement when targeting hospitals and ambulatory surgery centers in the US.

Facility Targeting Reports includes the following reports:

- Hospital-Physician Targeting Report
- Hospital Targeting Report
- Ambulatory Surgery Center Targeting Report

Hospital-Physician Targeting Report

When you need to target high-volume hospital physicians performing a procedure or seeing patients with a specific diagnosis, our Hospital-Physician Targeting Report can help.

This report enables you to identify key physicians using volume and decile data by hospital and across hospitals.

Potential benefits
- Estimate US facility-specific sales potential
- Help optimize US sales force territories and facility call plans
- Help provide your US sales force with detailed and precise targeting information
- Work to determine US facilities with potential for high clinical trial enrollment
- Assist in the development of forecasts for new products or indications being launched in the US

Features
- Procedure and diagnosis volumes by US facility
- Procedure and diagnosis volumes by facility-affiliated physician
- Geographic market share
- Related underlying data

Online capability
With our online functionality, you have the ability to:
- Run reports yourself
- Re-run reports with different parameters
- Run reports as often as you need to
Hospital Targeting Report

You can rank all US acute care hospitals by procedure and/or diagnosis volumes with Hospital Targeting Report. Using this report, you can select high-volume US hospitals for sales targeting. The Hospital Targeting Report is available for both inpatient and outpatient markets.

The foundation of each report is patient volume by the procedure or diagnosis appropriate for your product. Robust proprietary and public data allow us to assist in providing national volume projections based on approximately 70 percent of all hospital discharges in the US.

To help link our hospital data to your internal reporting and tracking data, hospital identifiers—the hospital identification number (HIN), Medicare identification number, and Drug Enforcement Administration (DEA) number—can be included in reports.

Ambulatory Surgery Center Targeting Report

Over the past several years, ambulatory surgery centers have experienced major growth, outpacing their hospital outpatient counterparts for many procedures. The Ambulatory Surgery Center Targeting Report can allow you to identify the highest volume, fastest growing outpatient facilities for targeting your product. Couple this report with an outpatient Hospital Targeting Report and you have a good view of the dynamics of the outpatient marketplace in any geography.
For more information on Facility Target Reports customized to your product, please contact us at scienlif@us.ibm.com

About IBM Watson Health
Each day, professionals throughout the health ecosystem make powerful progress toward a healthier future. At IBM Watson Health, we help them remove obstacles, optimize efforts and reveal new insights to support the people they serve. Working across the landscape, from payers and providers to governments and life sciences, we bring together deep health expertise; proven innovation; and the power of artificial intelligence to enable our customers to uncover, connect and act — as they work to solve health challenges for people everywhere.

For more information on IBM Watson Health, visit: ibm.com/watsonhealth

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