Comprehensive market analysis to help organizations shape smart business strategies

The IBM® Market Expert® solution can help you:

- Quantify market volume and market position by service and site of care
- Anticipate service development opportunities competitively
- Guide appropriate capital budgeting, investment and resource allocation decisions
- Reduce time spent gathering and formatting data
- Streamline the planning process

Results

Simple-to-use mapping interface
Custom configuration and analysis
Presentation-ready documents

Get insight into your local market

In today’s healthcare environment, we believe hospitals and health systems need current, reliable and relevant information about their local markets to help them make sound business decisions. But collecting and processing this complex data requires time and resources—two commodities many organizations can’t afford to spare.

The Market Expert strategic planning solution from IBM® Watson Health™, is a comprehensive, web-based tool that is designed to make it quick and easy to capture, report and analyze your market data.

Market Expert combines public data with proprietary Watson Health research data to help strategic planners better understand and anticipate healthcare needs and buying habits within a community. Through both standard reports and customizable queries, it provides a wealth of information about competitive position, emerging market trends, consumer characteristics and potential business impacts to support you in making informed strategic decisions.
**Visualize your opportunities**

Mapping is a critical component of your planning process. The mapping function in Market Expert utilizes Esri®, one of the leading providers of geographic information systems (GIS) technology. This allows you to see greater context of the area surrounding your selected market, including more detail around landmarks and streets. Plus, its flexibility provides more options for thematic data displays.

Quickly identify high-volume or high-growth ZIP codes in relation to current or targeted locations within a given service area or radius.

![Map Image](image.png)

**Support more informed decision-making to help grow your business**

Market Expert provides detailed analyses of historic and projected market and facility patient volume and offers insight into physician demand, disease prevalence and health status.

The market intelligence delivered via Market Expert uses advanced methodologies to identify characteristics and local variations in utilization and practice patterns and is backed by comprehensive data and validation studies. To assist with creating forecasting models, norms and benchmarks, outpatient analysis is powered by one of the largest datasets in the industry. In 2015, this dataset represented more than 400 million claims. This includes the IBM® MarketScan® Research Databases, which in 2015 contained the claims experience of more than 24 million different patients.

**Market Expert also incorporates:**

- Information from the Watson Health PULSE™ Healthcare Survey, which reports on the health behaviors, utilization, health status and attitudes of more than 80,000 US households
- Comprehensive, local, sociodemographic and lifestyle data from the Claritas PRIZM® Premier database, available at multiple levels of geography
Get connected
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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