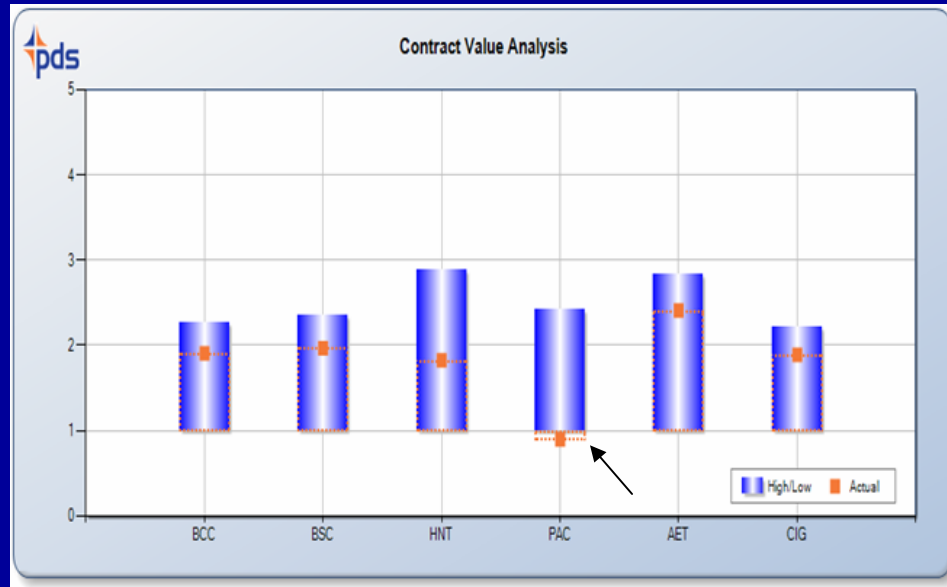


**PDS CAN HELP YOU
MEET THE CHALLENGES OF
HEALTH CARE REFORM**

Where some see challenge, PDS sees opportunity. With data that's difficult to find anywhere else, PDS provides you with analysis, trends and market intelligence so you can know where you stand in the market and improve your position—even in the face of health care reform.

To learn more about PDS, call us to arrange a brief webinar.

Visit www.pds-data.com for more information.



Quickly spot underperforming contracts.

Building revenue.
Providing market knowledge.

Professional Data Services

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www.pds-data.com



Professional Data Services



Revenue Benchmarking
Market Intelligence
For Hospitals



www.pds-data.com



WHAT IS PDS?

PDS turns market data into valuable information you need. Whether it is getting the big picture on where you stand in the current marketplace, or understanding how specific service line revenues compare to your peers, our sophisticated reporting system delivers effortless access to millions of inpatient, outpatient and ER paid claims. It is a robust benchmarking tool that gives you the market knowledge you need for:

- Accurate market analysis
- Intelligent strategic planning
- Smarter business development
- Empowered contract negotiation
- Effective revenue management

HOW DOES IT WORK?

You provide us with your paid claims file each month, and once you approve the data for accuracy and completeness, we upload it to our system. You can then access the online database any time to generate dozens of available reports you need for more informed decision making.

WHO BENEFITS?

Our success stories come from large and small hospitals, systems and independents. Even financially distressed hospitals in highly competitive local markets are reporting significant revenue increases as a result of using PDS data. Improving your market position requires hard work, lots of patience, and a long term focus on your goals. PDS helps you identify opportunities, set appropriate targets, monitor progress and adjust your plans to stay on track.

WHICH HOSPITALS ARE IN MY COMPARE GROUP?

With PDS, you can choose your own compare groups (within the limits of federal anti-trust regulations) from among any of the **70+ participating hospitals**; and you can change them as often as you like. Compare your hospital to similar facilities near yours, to the PDS average, or to any other compare group that's meaningful to you.

WHAT KIND OF REPORTS ARE AVAILABLE?

Our reports include high level views of your relative position—payer mix, plan mix, patient type, case mix adjusted contract performance, and more. You can also drill down to see detail by service line and payer. And all reports are fully exportable to Excel for additional analysis.

IS IT WORTH THE COST?

Our active users are adding hundreds of thousands—even millions—to their bottom line as a result of using our data. You can too—in just one negotiation or improved business development decision.

10 QUESTIONS PDS CAN ANSWER

1. Am I positioned to come out ahead under health care reform?
2. How does the shifting payer mix affect my local market?
3. Am I reimbursed as well as my peers?
4. Am I shifting enough business to outpatient?
5. Will my commercial contracts offset declining government reimbursement?
6. Am I getting my share of increases from the payers?
7. Is my market position improving or declining?
8. Will this new service line be profitable?
9. How does my LOS compare?
10. Which of my contracts are underperforming?

MARKET ANALYSIS

Know where you stand among the market leaders and spot trends with drill-down data by service line, DRG, ER and outpatient procedures.

STRATEGIC PLANNING

Quantify the gap between current revenues and where you want to be. Compare your contract performance to external benchmarking that you can customize and use to set revenue targets.

BUSINESS DEVELOPMENT

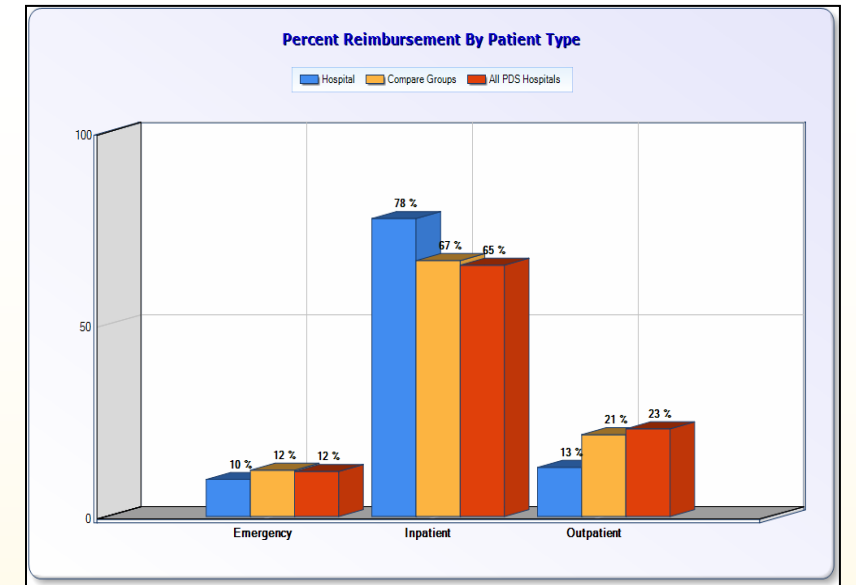
Understand the market before you invest and determine what makes sense for your organization based on customized market information.

CONTRACT NEGOTIATION

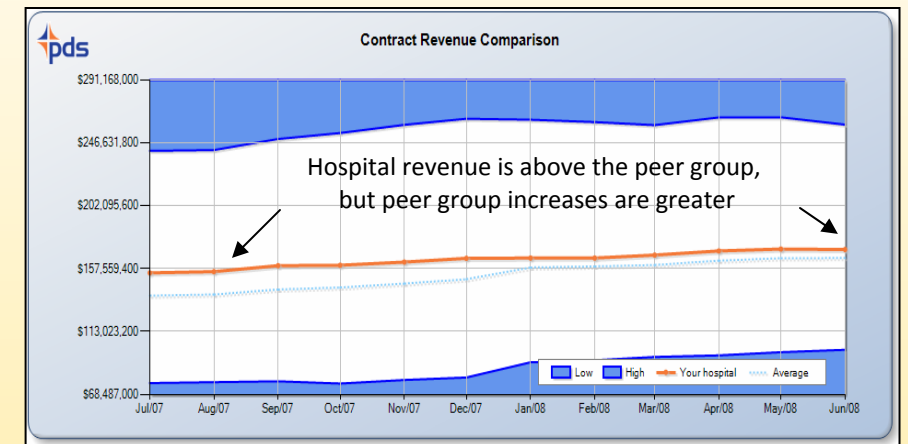
Identify revenue enhancement opportunities and bring your market knowledge to the negotiation table.

QUALITY BENCHMARKING

Understand how you rank against your peers in key quality measures.



Quantify the shift to outpatient services and know where you stand.



Spot the trends in commercial reimbursement for your peers and see how you compare.

	Low	Avg	High
Nursery - Level I	51	180	359
NICU Level II	876	2,734	2,900
NICU Level III	2,785	3,318	4,135
NICU IV	3,808	4,507	5,818

Use actual market reimbursement information to forecast revenue before you open a new service line.