



Practice Analytics

Make intelligent Business Decisions with an Advanced Analytics Platform

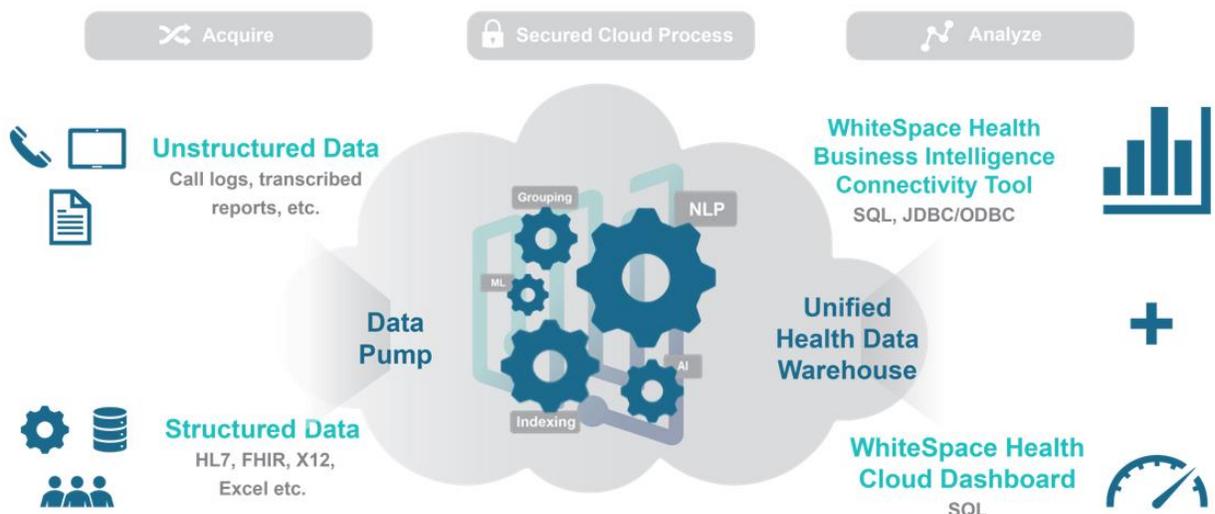
WhiteSpace Health, a leading healthcare analytics company, answers important revenue cycle and practice performance questions with high quality actionable insights via our Practice Analytics solution. Our comprehensive insights into your practice workstreams answer questions from scheduling and appointments to telehealth visits and collections, denials, to customer sentiment and more.

Creating Actionable Insights

WhiteSpace Health uses a three-step process to create your actionable insights. First, our proprietary Data Pump securely connects to data sources across your organization such as EMRs and practice management systems to securely ingest structured and text data.

Processing begins with data mining and mapping. The data is then cleansed and normalized, grouped, aggregated, classified, and indexed into an efficient and highly responsive database. Advanced machine learning (ML) models and data computing algorithms create artificial intelligence-based (AI) business insights. A Natural Language Processing (NLP) engine converts unstructured data into meaningful insights. The result of processing is a high quality, normalized data that is indexed to a unified data model and stored in your health data warehouse.

The advanced features of our user experience overlay the robust and scalable data schema and surface actionable insights to your laptop or mobile phone - equipping you to make intelligent, timely business decisions.



Actionable Insights Fuel Performance

Practice managers need dashboards to keep up with performance data for their organizations. Consolidating this information from disparate sources and creating reliable key performance indicators (KPI) for each workstream by functional area can be challenging and time-consuming. With the speed of change in healthcare, automation is essential so you can re-direct your time to quickly gain a deep understanding of the status and trends in your practice's workstreams.

WhiteSpace Health has developed a set of purpose-built modules to address the need for performance data across medical practices. From the moment a patient contacts your practice to the visit, whether virtual or in-person, through to collections and customer sentiment, our Practice Analytics solution has your data needs met.

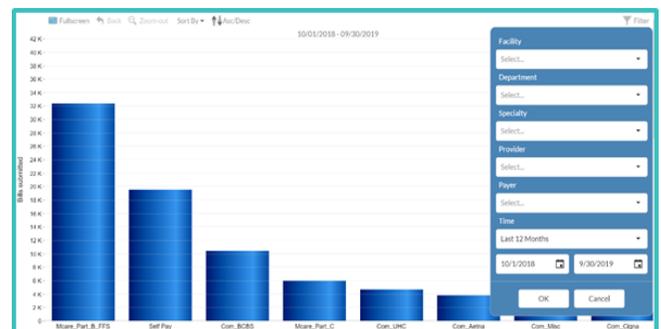


Additionally, our Vendor Management module can be customized to create visibility to key outsourced activities. And the Physician View module can be configured with both clinical data as well as insight into financial performance and owner's share of profits.

Revenue Cycle Module

Practice revenue streams are shifting. Patient responsibility is increasing, and payers are pursuing value-based care and alternate payment models. It's more important than ever to have visibility into all aspects of your revenue cycle. The Revenue Cycle module gives you visibility to the performance of the RCM workstreams that contribute to cash collections.

From monitoring daily encounter volume and its impact on utilization to unbilled days and analyzing reasons for denials and collections by payer, it is imperative that you rapidly identify underperforming RCM workstreams and make course corrections. If left unchecked, compliance issues may put your practice at even greater risk. Our Revenue Cycle module delivers fresh insights so you can keep on top of it all.



Operations Module

Operational data is the bedrock of practice performance. To keep abreast of operations - from marketing and scheduling all the way through patient visits and satisfaction scores - you need visibility to key performance indicators.



Appointments

Patient scheduling is the lifeblood of practices. Understand your patient volumes, no-shows and cancellations rates, and other behavioral trends to inform scheduling patterns and increase utilization.



Check-In

When patients arrive at your practice, set the tone for the visit with a streamlined check-in process that also keeps your providers well-paced.



Clinical Time

The heart of healthcare is the time providers spend with patients. Dig into encounter details and investigate variations by facility, specialty, provider, and time frame to enhance productivity.



Check-Out

Ensure eligibility and authorizations are complete so payment delays and denials on the back end of the revenue cycle are minimized.



Marketing

Use the marketing tab data to learn which providers and referral sources are generating the most new patients.



Prescription

The opioid crisis has called attention to prescribing patterns and the prescription tab delivers prescribing pattern insights - by provider, location, and other insights down to the Rx number.

Telehealth Module

In 2020, many providers rapidly implemented telehealth services to continue providing care to their patients amid the Covid-19 pandemic. With in-person care volumes dramatically lower as well as their corresponding collections, the new Telehealth service line also helps practices with their financial performance. While Medicare reimbursements will remain in place for a while, it's important to gain unit cost and reimbursement clarity along with operational performance data for this new service line and be able to compare financial and operational performance with in-person services.

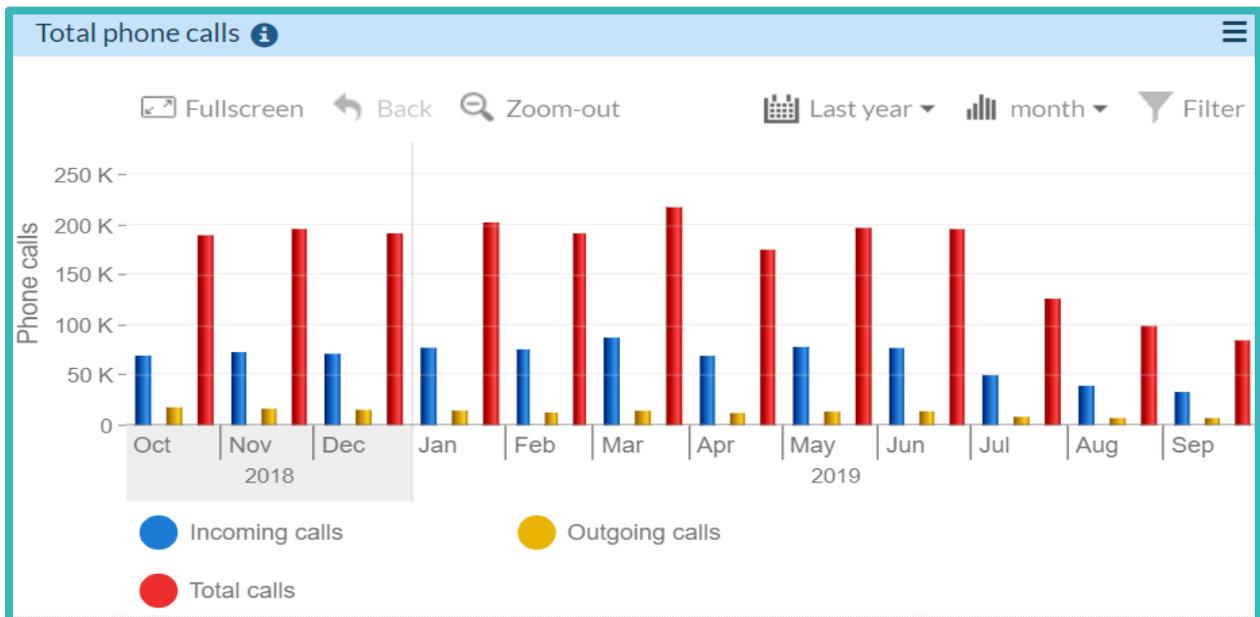
Encounter volumes, revenue insights, procedures by specialty, denials and other reimbursement insights are available for telehealth services. And you can compare telehealth and in-person services in Practice Analytics to understand the operational and revenue cycle nuances between these two modes of care.



Call Center Module

Providing insights into performance, the Call Center module answers questions such as who, why, and when patients call. Our highly responsive guided analytics platform delivers fresh call center KPIs that equip managers with the information needed to make informed decisions.

With the ability to monitor high level trends, filter on specific attributes such as location, specialty and more, and the capability to drill down to individual call and customer service rep levels, our incredibly responsive user experience is designed to answer your questions. Call Center dashboards can be accessed via our Android or iOS mobile apps or through any internet connected browser.



Sentiment Module

With the expansion of consumerism in healthcare, it is important to listen to your patients – healthcare’s consumers. The Sentiment module provides robust data on patient satisfaction so you can keep a pulse on the patient experience and create strategies to preserve your online reputation.

When patients experience short wait times and providers are responsive to their questions, satisfaction rates climb. Happy patients tend to exhibit positive behaviors like keeping their appointments. The cumulative results of these experiences are incredibly valuable. Practice utilization improves. There are less schedule changes, and no-shows decline too. Further, satisfied patients are more apt to comply with their care plans, increasing the likelihood of positive outcomes. Multiple compliant patients with high quality clinical outcomes translate to healthier populations - and performance improvements on shared savings contracts. Positive sentiment is also linked with more rapid resolution of patient financial responsibility, and that adds momentum to your collections.



Customized Data Views

In addition to our standard modules, Practice Analytics can create custom views to your data. If the fields needed to create views are available to the WhiteSpace Health Cloud, you're only limited by your imagination on the types of dashboards that can be built. Two common views we have been asked to create include Vendor Management and Physician Views.

Vendor Management

Many organizations outsource coding, billing, and collections functions. Build transparency with your vendors and monitor their performance against service level agreements by adding a vendor management tab onto Practice Analytics for each of your vendors. If you have multiple vendors for a particular function such as collections, you can compare the performance of each and adjust the work you give them accordingly.

Physician View

Physicians make a myriad of decisions each day and giving them actionable insights to what is most important to them is hugely satisfying. Some providers wish to know how many patients they see

compared to others in their specialty and to the practice overall. Owner physicians may wish to see their share of practice profits or how profitable one location is compared to another. Using role-based security, Practice Analytics can be configured to meet your data needs.

Advanced Features

All modules of Practice Analytics take full advantage of a suite of advanced features. Each is designed to deliver data that is meaningful and help you build a deep understanding so you can make timely and intelligent business decisions.

Performance Indicators

Widgets within the platform use a stoplight metaphor so you can visually identify areas of your business that are performing well and those that need immediate attention. You can customize these thresholds and the platform will surveil your data and update the indicators for you each day.

Alerts

In addition to visual indicators, automated alerts within the platform are easily set up with a few taps. The alerting feature informs you when performance declines below the thresholds that you establish. Automation within the platform monitors your data and triggers an email alert when various workstreams begin to underperform.

Widgets

Our elegantly simple charts and graphs have been designed to answer multiple questions in each interactive data depiction. They are supported with a highly responsive user experience, so you can quickly understand trends in each area of your practice. Tap to peel back layers of data down to the transaction or individual level until you are clear on the right course of action.

Tap to Personalize

Prioritize the practice KPIs and data views that are most important to you. Pin widgets to your home page or move them around within a tab according to your preference. Regardless of your role, Practice Analytics can be tailored to meet your daily needs with meaningful data.

Permissioning

Role-based permissioning grants access to relevant metrics and helps everyone focus on priority workstreams while also ensuring data security.

Your Data

WhiteSpace Health is a valuable platform for building organizational alignment through high quality data. Since it's your data, we have made provisions for its use outside of the WhiteSpace health

Cloud. You are welcome to export your data contained in your health data warehouse to Excel, Microsoft Power BI, Tableau, or other tools.

Why Practice Analytics?

There are a lot of benefits to partnering with WhiteSpace health to deliver actionable insights into your practice's revenue cycle and operational performance. Our healthcare IT and data experts will automate many processes so you can focus on understanding



Rapid time to value

Many implementations take months or longer. Not with WhiteSpace Health. Our highly skilled healthcare IT professionals and data experts walk you through every step of the way. On average, our implementations take 6 weeks.



Highly secure platform

Hosted on Microsoft Azure, the WhiteSpace Health Cloud encrypts data, leverages two factor authentication and other state of the art security protocols and tools to protect your data. We are SOC2 compliant.



Affordable monthly subscription

With options to roll implementation costs into your affordable multi-year monthly subscription, can get your started quickly with a low financial investment.



No ongoing impact to staff

Once connectivity is established and data is verified, there is virtually no impact to current projects nor ongoing cost to existing staff. No special hardware is required either - except that new smart phone you've been wanting.



Self-teach in minutes

The elegantly simple, yet powerful user experience is a hallmark of practice analytics. Most users familiarize themselves by tapping around in just a few minutes, eliminating the need and expense of formal training. Located on the home page, the user guide is at the ready if clarification is ever needed.



Data is always fresh

Each day, Practice Analytics ingests data into the WhiteSpace Health Cloud and processes it for inclusion into your health data warehouse. New data is evaluated against status indicators and alerts will surface on your laptop or mobile phone if practice performance crosses pre-established thresholds.

Make intelligent business decisions with WhiteSpace Health. Our powerful and highly responsive guided analytics platform provides deep insights so you can maintain optimal performance, enhance patient experience, and transform your business.