

# Competitive Intelligence for ActionOI

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## Overview

The primary competitors in the provider market are the following:

- Premier
- iVantage, part of the Chartis Group
- Consulting Firms

## Premier Health

### History

Premier Inc. is a healthcare improvement company uniting an alliance of approximately 3,750 U.S. hospitals and more than 130,000 other provider organizations. Their primary offerings are performance improvement and quality of care improvement.

### Products

Premier Product
Supply Chain
Quality
Safety
Labor
Population Management
Pharmacy

### Perceived Market Strength

- Brand Recognition
- Lower Cost

### Our Positioning Against Competitive Strength

Premier has been our longest standing and primary competitor. They exercise political pressure to compel members of their group purchasing organization to submit data whether they intend to use it or not. Now that Premier is publicly traded, they also exert pressure on owners who are also members to support the company they own by participating. Premier has offerings that directly compete with our operational and our clinical decision support products. They also provide management engineers and other consultants through several arrangements: temporary engagements, embedded staff working as contract employees, or a program called Performance Partners that provides resources for a set number of days per month to work on projects the client wants addressed.

Here's a link to the Premier website for "Improving Performance" <https://www.premierinc.com/transforming-healthcare/healthcare-performance-improvement/>

## iVantage, part of the Chartis Group

### History

Founded in 2011, iVantage Health Analytics provides hospitals and health systems with performance management analytic tools for benchmarking, strategic planning and payment optimization. In November 2015, iVantage became part of The Chartis Group. Chartis is the largest strategic advisory firm providing healthcare thought leadership, decision support and services to enterprise leadership. Their headquartered in Chicago, IL.

### Products

iVantage Product	Solution
Indicator	Hospital/Health System Benchmark
	Physician Office Performance
Reimbursement Analyzer	Contract Optimization
Market Intelligence	Strategic Planning
Chartis Center for Rural Health	Rural Performance

### Perceived Market Strength

- Data integrity
- Smaller company may be more agile

### Our Positioning Against Competitive Strength

iVantage, formerly known as the Healthcare Management Council, has a significantly smaller client base than Truven or Premier. The only option is an annual data submittal. They emphasize that data mapping is done by a core group at iVantage and therefore data integrity is better. Because of their relatively small sample size, their number of departments is also much smaller with many departments serving as "number buckets" that don't allow you to compare individual modalities. We've been told by iVantage clients that their data isn't nearly as detailed and granular as ActionOI.

Here's a link to iVantage Health Analytics Performance Manager: <https://www.ivantagehealth.com/solutions-2indicator/>

## Consulting Firms

### History

Consulting Firms provides healthcare specific specialists/consultants and subject-matter experts to advise on operational and performance issues for Healthcare Systems and Hospitals.

### Products

Consultants can work with many of our competitors and clients, offering a variety of custom solutions.

### Perceived Market Strength

- Personalized and highly customized service

### Our Positioning Against Competitive Strength

More than 15 major US consulting firms contract directly with us for our benchmark data from ActionOI. ActionOI is the gold standard and consulting firms across the country rely on our data assets for their engagements.

#### Competitive Assessment

Competitive Factor (in order of importance to clients)	Truven Health Analytics	Premier	Healthcare Management Council (Ivantage)	Consulting Firms
Tool/Service	ActionOI	Operations Advisor	Functional Cost Review	Personalized Consulting Approach
Delivery Mechanism	Internet Based Tool	Internet Based Tool	Standard Reports Online	Reports Presented Personally
Depth/Breadth of Data Resources	Over 750 Hospitals Included in Database	About 450 Hospitals Included in Database	About 90 Hospitals Included in Database	Varies; large firms license ActionOI
Customer Service	Medium	Medium	High	High
Brand Recognition	High	High	Medium	High
Gaining/losing/steady on mkt share	Gaining	Steady	Steady	Gaining