SimiTree

MAP
Market Analysis Platform

Actionable metrics to advance your **growth strategies**

Generate dynamic data to assess current performance and identify growth opportunities within unique markets— either your current community or potential expansion areas.

The SimiTree Market Analytics Platform (MAP) lets you easily access market intelligence to assess the post-acute market, including trended market share, competitive positioning, referral patterns and patient and operational characteristics of referrals sources and competitors. Your online MAP subscription includes unlimited access to CMS Medicare claims data at the county, state or national level.

In addition to intuitive reporting, SimiTree's experts will help you interpret and apply MAP data to meet your strategic goals.

Our customizable dashboard and reports allow you to:

- **RESEARCH** competitors' defining characteristics, including sources of referrals, trended market position, scope of service and quality scores
- **OPTIMIZE** your sales and marketing investment by targeting your message based on referral sources' current referral patterns to home health and hospice
- **IDENTIFY** critical market traits that may influence marketing strategy - consolidated or fragmented, static or dynamic

THE INSIGHT YOU NEED TO GROW YOUR MARKET SHARE

- Quantify current market position and future opportunities
- Compare competitor data, including identification and trajectory of new market entrants
- Pinpoint high-potential referral targets

"With SimiTree, we were able to make data-driven decisions about our agency's expansion in the market. MAP gave us access to patient movement, discharge patterns, referrals, competitor activities and more."

-CEO, Large Midwestern hospice

SCHEDULE A DEMO TODAY!

CALL 800.949.0388
VISIT SimiTreeHC.com
EMAIL contactus@simitreehc.com