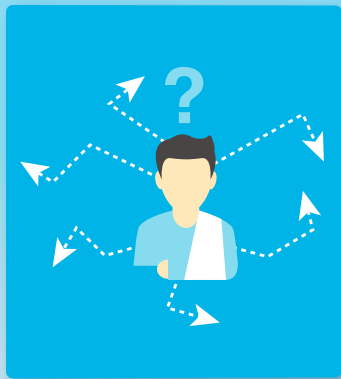


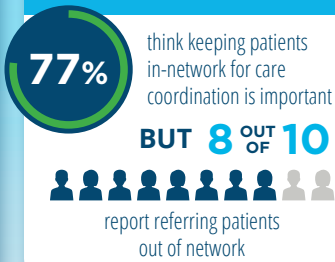
# PROVIDER REFERRAL TRENDS

HIGHLIGHTS FROM A SURVEY OF 200 PCPS & SPECIALISTS

## CONTRADICTIONS IN TODAY'S REFERRAL BEHAVIOR



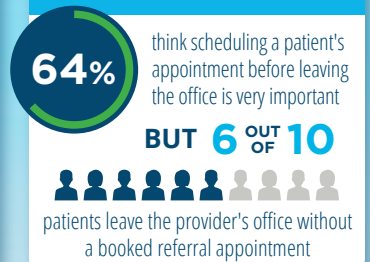
### PROVIDERS OFTEN REFER PATIENTS OUT OF NETWORK



### PERSONAL NETWORKS DRIVE REFERRAL PATTERNS



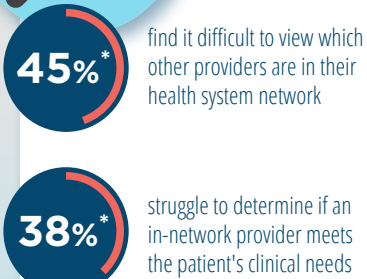
### PATIENTS OFTEN LEAVE WITHOUT BOOKED APPOINTMENT



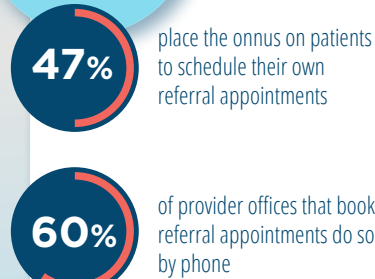
## KEY BARRIERS TO KEEPING PATIENTS IN-NETWORK



### POOR VISIBILITY INTO PROVIDER NETWORK



### LIMITED APPOINTMENT BOOKING CAPABILITIES



### BROKEN REFERRAL FEEDBACK LOOP



## TURNING OBSTACLES INTO OPPORTUNITIES



### IMPROVE INFORMATION & SCHEDULING PROCESSES TO INCREASE PATIENT RETENTION



\*of providers who refer out of network