

Healthcare Market Resources



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Company Description / Competitive Strengths

We are the leader in providing customized informational tools and insights, on a local market basis, for home health, hospice and nursing home executives, who are focused on growing revenues and increasing profitability. Users can better understand local market dynamics, size up competition, allocate resources, benchmark financial, market and operating performance. In addition, our data ensure that sales efforts are targeted at high potential facilities and physicians and can guide referral sources in successfully adapting in this changing regulatory environment.

Types of Products & Services Offered

For home health agencies, hospices and skilled nursing facilities, Healthcare Market Resources provides local market analyses, including market share and segmentation, local competitor benchmarking, high volume physician targeting, provider market share by hospital and facility referral potential.

Partial Client List

Not disclosed.

Sweet Spot Customer

Healthcare Market Resources seeks clients who understand the value of external market data in helping them to grow revenues, improve financial performance and target high-potential referral sources.