

## Planning Tools for Your Evolving Market

Sg2 MarketEdge membership takes Sg2's renowned future-focused thought leadership and integrates it throughout our carefully researched [intelligence resources](#), expert interactions and a [robust suite of analytics](#) tools to help you make faster and better informed strategic decisions now and as you position yourself in the future. Should your strategic priorities need more tailored help, membership can be enhanced with [Sg2 Consulting](#), enabling deeper collaboration and faster results, with continued membership support.

### Sg2 MarketEdge Provides:

- **Industry-leading intelligence** (available through publications, webinars, live events and access to Sg2 experts) to help formulate your health system's strategy
- **Advanced strategic analytics** in a user-friendly online platform with pivot table, mapping and visualization capabilities
- **Integration of our intelligence and analytics** around the unique perspective and concrete recommendations of Sg2 thought leadership to accelerate your strategic insights from theory to action

Sg2's vast library of intelligence resources combines actionable, near-term insight with future-focused research to offer the right balance of breadth of coverage and depth of opinion/guidance, while our powerful analytics tools provide enhanced forecasting and real-time data rendering capabilities to help you anticipate health care trends and gain unparalleled insight into local market dynamics.

### A COMPREHENSIVE SERVICE MODEL

All Sg2 MarketEdge clients are supported by an experienced service team, including a client relations leader, who optimizes the relationship between Sg2 and your organization, and a dedicated Sg2 strategic analytics expert to help you interpret data, uncover trends and incorporate relevant Sg2 Intelligence and expertise.

## Sg2 Intelligence: Translate Information Into Action

Sg2 MarketEdge integrates the full suite of Sg2 Intelligence resources with the Sg2 Analytics platform. Every planning team needs to translate data into meaningful stories that others in the organization can use to drive decision making—Sg2’s expertise, events and publications help you do exactly that.

**EXPERTISE** ▶ Strategy, service line and technology experts help you put national trends into context for your market. Common topics for expert phone consultations, presentations and custom research include:

- COVID-19 Post-Surge Strategy
- Value-Based Care
- Physician Alignment
- Ambulatory Strategy
- Virtual Health
- Innovation and Disruption

**EVENTS** ▶ Sg2 hosts a variety of in-person and virtual events throughout the year, including Sg2’s annual flagship Executive Summit conference. Sg2 events include:

- The Year Ahead and Disrupters to Watch (annual webinars)
- Experts Live Q&A: Payment and Policy Update (quarterly webinars)
- Service Line Landscapes (10-webinar series)
- Strategic Planning 2.0 and 3.0 (courses)

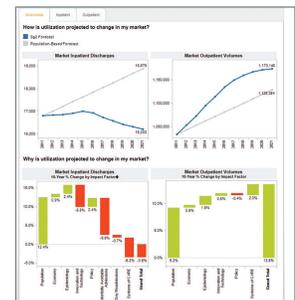
**PUBLICATIONS** ▶ An ever-growing library of in-depth publications, succinct tactical guides and member-requested topical articles helps you bring new strategies to life. Recent reports include:

- *Consumerism: Service Lines Brace for Impact*
- *Social Determinants of Health: Stitching Together Solutions*
- *Transformative Planning: Strategic Prioritization and Deselection*
- *Procedure Sites of the Future: Transitions and Growth Across HOPDs, ASCs*

## In Detail: Sg2 Analytics Applications

### IMPACT OF CHANGE® NATIONAL AND MARKET DEMAND FORECASTS ▶

The industry’s most sophisticated forecast projects patient demand across the full care continuum year over year for the next decade. Reform ready and completely transparent, the Impact of Change goes beyond population to model additional factors such as payment and policy changes, new technologies, and readmission penalties. Available in 2 versions: The first allows you to see exactly how impact factors drive local market volumes for your hospital(s) and your competitors with a quick drag and drop, the second is a national forecast that can be viewed by MS-DRG, disease, service line, procedure and care site.



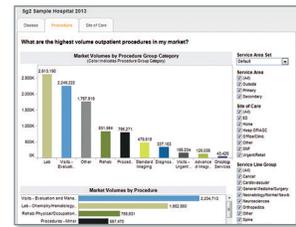
### MARKET PERFORMANCE RANKING ▶

Provides a synthesized evaluation of Medicare performance across the care continuum. Leveraging public and private data sets, your hospital’s scores are compared against providers in your customized market to assess relative performance.



## OUTPATIENT MARKET ESTIMATES ▶

Analyzes more than 400 million annual outpatient encounters to provide a snapshot of current utilization across your market. You can drill down into estimated volumes by service area, service line, disease and procedure to inform your strategic plan and business development activities. These volumes are also used in the demand forecast, eliminating the need to submit additional data to Sg2.



## STATE DATA ANALYSIS ▶

Assesses the size of your local inpatient market by service area, service line, disease and procedure. Additionally, this application displays how inpatient market share is trending over time.



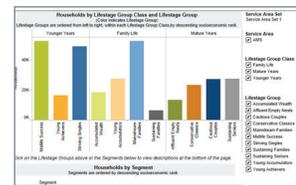
## MARKET DEMOGRAPHICS ▶

Powered by Claritas Pop-Facts, this application provides current-year estimates and 5-year projections for a variety of demographic factors, such as age, gender, income level, ethnicity and marital status, enabling you to understand and anticipate changes that impact your market.



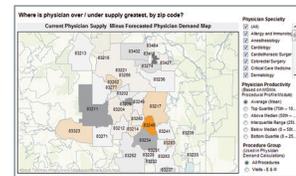
## LIFESTYLE SEGMENTATION ▶

Profiles consumer behavior in your market. This application provides current-year estimates and 5-year projections dividing your market's households into Claritas PRIZM segments, which have a unique consumer profile, based on urbanicity (including social/consumer habits), life stage (age groupings) and socioeconomic rank.



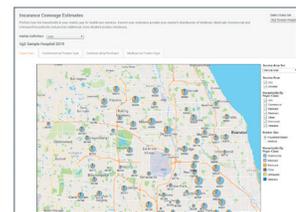
## WORKFORCE SUPPLY AND DEMAND ▶

Estimates physician demand by specialty by dividing your market's outpatient forecast by physician productivity benchmarks. Workforce supply is estimated using a database of active providers. Compare supply to demand to estimate workforce surplus or shortage.



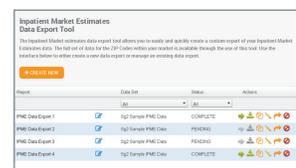
## INSURANCE COVERAGE ESTIMATES ▶

Profiles how the households in your market pay for health care services. Current-year estimates provide your market's distribution of Medicare, Medicaid, commercial and uninsured households, as well as more detailed product breakouts.



## INPATIENT MARKET ESTIMATES ▶

Sg2's proprietary Inpatient Market Estimates provide current-year estimates of inpatient utilization (discharges and total days) across your market. Estimates are delivered at the service line, MS-DRG, CARE Family, Sg2 Procedure, age cohort, gender and geographic level (eg, zip code, state, county, core-based statistical area) to inform your strategic planning and growth initiatives.



## Anticipate the Impact of Change

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Sg2, a Vizient company, is the health care industry's premier authority on health care trends, insights and market analytics.

Our analytics and expertise help hospitals and health systems achieve sustainable growth and ensure ongoing market relevance through the development of an effective System of CARE, while our consulting strategy experts offer a unique mix of custom solutions to help you accelerate your work in key business areas.



Powerful Analytics



Unmatched Expertise and Intelligence



Industry-Leading Consulting

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## Learn More About Sg2 MarketEdge

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