



**Korcomptenz**  
Total Technology Transformation



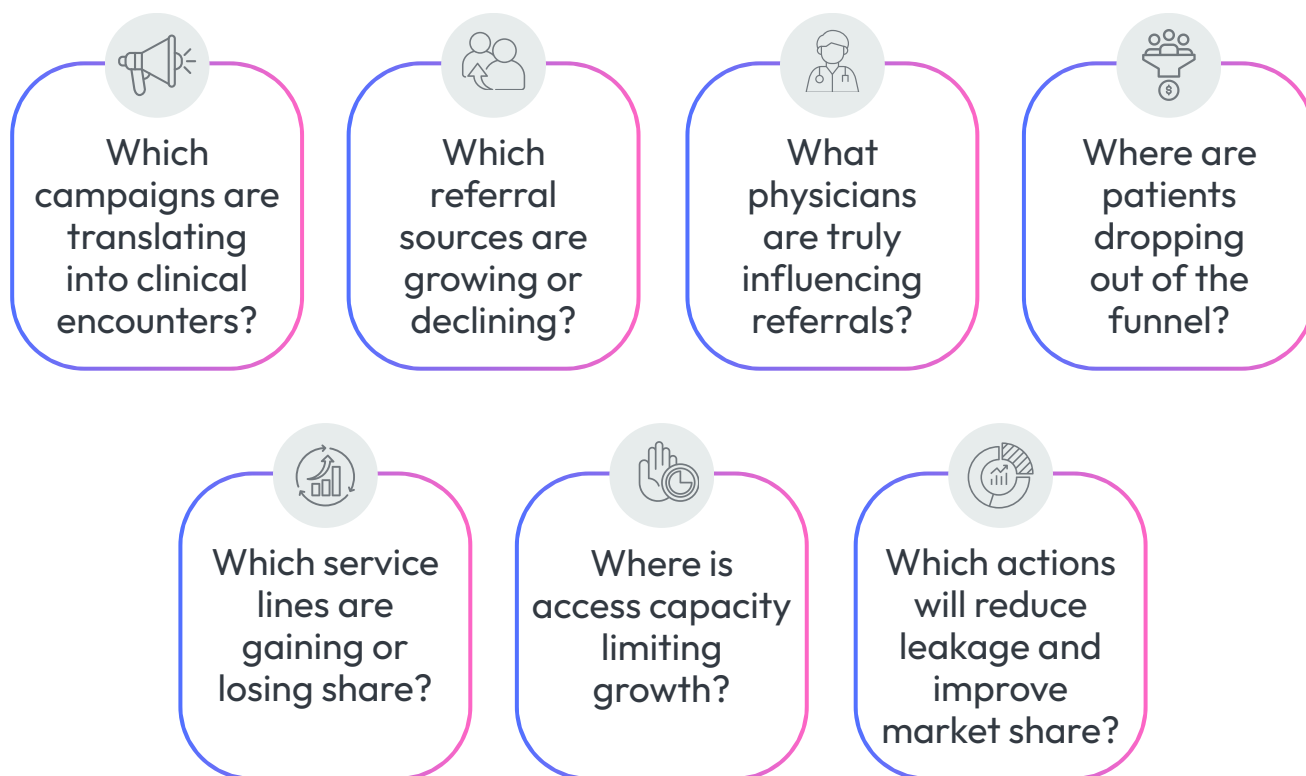
**Altiaaris**  
Enterprise Intelligence. Elevated.



# Altiaaris Healthcare Intelligence:

Grow Your Market Share with Unified  
Analytics and Proactive Insights

Hospital marketing teams have more data than ever — but it is often fragmented across campaigns, CRM, call centers, scheduling, referral management, EHRs, claims, and financial systems. As a result, leaders can see activity but struggle to answer the questions that matter most:



## What Altiaris Delivers

### ► Unified Growth Intelligence Layer

Connects marketing, CRM, referral, scheduling, EHR, encounter, and financial data into a trusted intelligence foundation.

### ► Closed-Loop Attribution

Links marketing activity to appointments, completed encounters, service lines, payer mix, and revenue contribution.

### ► Referral Leakage Analytics

Identifies leakage by provider, specialty, zip code, facility, payer, service line, and funnel stage, and helps identify influential physicians.

## ► Service-Line Growth Planning

Connects demand, capacity, conversion, revenue, and market opportunity to guide investment decisions.

## ► Decision-Ready Insights

Moves teams from “what happened?” to “where should we act next?”

# From Growth Signals to Market Share Decisions

Altiris Healthcare Intelligence brings marketing, referral, access, funnel, and service-line data into one connected command center. Instead of reviewing disconnected campaign reports, hospital leaders can see how demand moves from acquisition to appointment, encounter, referral conversion, revenue contribution, and access capacity.

The platform helps teams identify where growth is strong, where conversion is slowing, where referrals are leaking, and where access constraints may limit market share.

## Healthcare Growth Intelligence Center

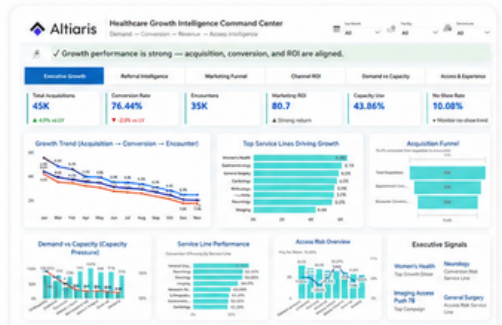
A unified command center that helps leaders understand where growth is happening, where conversion is slowing, where referrals are leaking, and where access constraints may limit market share.

## What it brings together:

Acquisition performance, referral conversion, marketing funnel, channel ROI, demand vs capacity, access experience, service-line growth, and executive signals.



# Views Inside the Intelligence Center



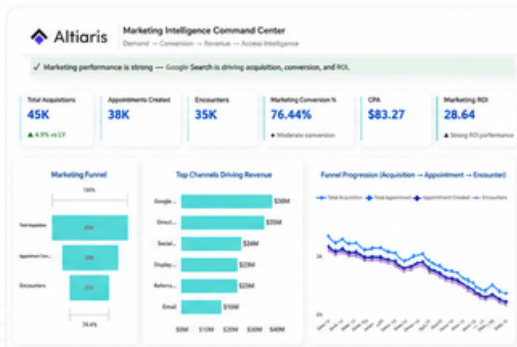
## Executive Growth View

Shows the overall growth picture across acquisitions, conversion rate, encounters, marketing ROI, capacity use, no-show rate, top growth drivers, and access risks.



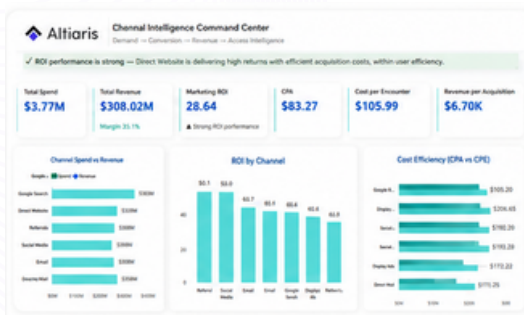
## Referral Intelligence View

Tracks total referrals, scheduled referrals, completed referrals, referral conversion, provider performance, completion drop-off, and scheduling delays.



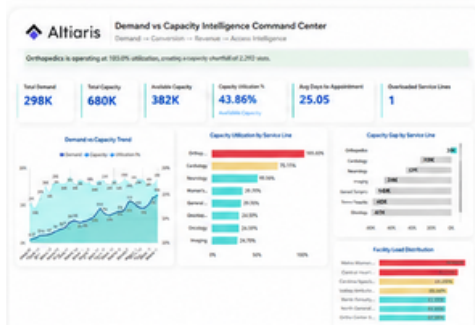
## Marketing Funnel Intelligence

Connects campaigns to appointments, encounters, conversion rates, CPA, marketing ROI, and top channels driving revenue.



## Channel ROI View

Shows spend, revenue, ROI by channel, cost per acquisition, cost per encounter, and campaign return performance.



## Demand vs Capacity View

Aligns demand generation with operational capacity by showing utilization, overloaded service lines, capacity gaps, and channel-driven demand.



## Access & Experience View

Highlights appointment completion, no-shows, cancellations, wait times, access risk, and service lines where access pressure may block growth.

# Executive Outcomes



Grow service-line market share



Improve marketing ROI visibility



Reduce referral leakage



Strengthen physician referral relationships including influencer targeting



Improve access conversion



Prioritize high-value growth investments



Align marketing, strategy, access, and finance around one plan

# Answer the most important question and make the best decisions

Where is your hospital losing growth today — attribution, referral conversion, access capacity, or market share, and how can I grow even faster in the future?