



SIMPLIFYING PROVIDER DATA MANAGEMENT

One Provider. One Profile.  
Across the Healthcare Enterprise.

## The Challenges:

1. Provider search results on hospital websites are typically not precise, driven by random criteria and not custom to a hospital's specialists
2. The accuracy and breadth of the information available from the provider search features on hospital websites is limited

## The Solution: Phynd A Doc

A complete application that enables the curation, search and display of customer specific provider data from the Phynd Unified Provider Management (UPM) Platform to enhance web searches via external and internal physician search sites by both consumers and referring physicians.

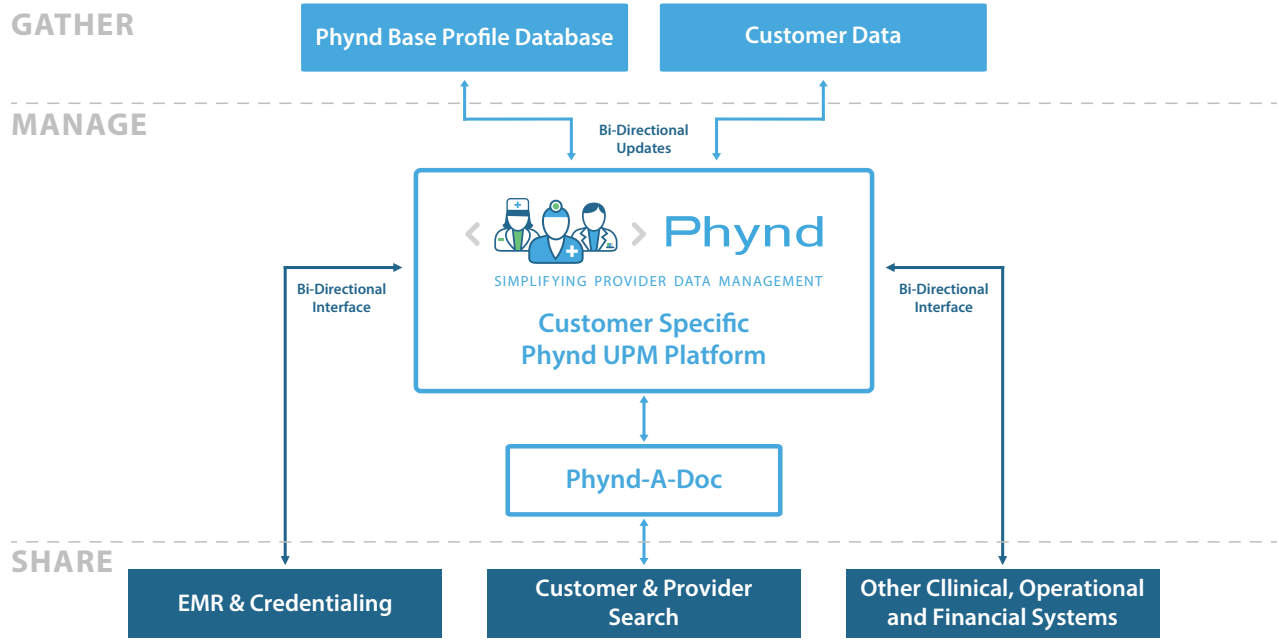
## Key Benefits:

- Vastly improve the scope of provider profile data that is available and returned in search results
- Grow top-line revenue through better provider search
- Elevate provider search quality with better data and algorithms
- Improved consumer, provider and access center satisfaction
- More effective and efficient referrals management and provider outreach

**Significantly improve the effectiveness of online provider search by referring physicians and the patient community.**

Those who rely upon the local healthcare systems 'Find a Doctor' website page, expect a healthcare organization's online search tools to be easy to use and return useful and accurate information that will enable them to make a rapid and informed decision. Missing these expectations can cause user frustration, reduce organizational productivity and potentially result in lost revenue.

Phynd A Doc eliminates these risks by significantly improving the granularity and accuracy of the provider information upon which referral search is performed. Phynd A Doc provider data can include information about clinical interests and detailed practice scope, including health system relationships and practical location-based information.



Phynd A Doc, and the entire Phynd UPM Platform, ensures that accurate provider data is seamlessly available across your healthcare IT infrastructure to boost organizational performance. All critical internal and external systems perform better when operating with curated and accurate provider data.

#### Phynd A Doc Key Features:

- Automates provider outreach and clinical data profile collection
- Incorporates provider clinical interest, practice scope, and location-based information to improve matching quality
- Enables searching by consumer friendly terms
- Integrates with internal and external, privately labeled, provider search platforms via a FHIR API

The Phynd A Doc Application layers on top of the Phynd UPM Platform – the first unified provider data management system that enables healthcare organizations to securely gather, manage, and share accurate information on one of the most important assets in their delivery of care, licensed providers.

The Phynd UPM Platform is the only on-demand, cloud-based, enterprise IT solution designed to eliminate the challenges and organizational inefficiencies caused by working with inaccurate provider data.