

Segmentation Scorecard Example

Weights (sum to 10) >>> 0.71 0.71 0.71 0.71 0.71 0.71 0.71 0.71 0.71 0.71 0.71 0.71 0.71 0.71 0.71 Sum of Weights = 10

	Characteristics >>>	Length of procedures	Volume of physician's daily procedures	Volume of outpatient procedures (nationally)	5-year procedure growth forecast	Number of single-specialty ASCs	Frequency of specialty offered at ASCs alongside GI	Complexity / variability of procedures	Number of ASCs that offer the specialty	Competitors target the specialty	Volume of procedure codes	Image-capture is part of some procedures	Existing procedure note creation <2 minutes	Dictation as most-common	High concentration at ASC mgmt companies		
	Scale >>>	0=over 2 hours 1=1-2 hours 2=less than 1 hour	0=1-3/day 1=4-8/day 2=more than 8/day	0=bottom half 1=second quartile 2=top quartile	0= <10% 1= 11-20% 2= >20%	0=bottom half 1=second quartile 2=top quartile	0=bottom half 1=second quartile 2=top quartile	0=a lot 1=some 2=a little	0=bottom half 1=second quartile 2=top quartile	0=yes 1=no	0=few 1=some 2=many	0=no 1=yes	0=yes 1=no	0=no 1=yes	0=bottom half 1=second quartile 2=top quartile		
	ENT	1	1	0	1	0	0	2	1	0	0	1	0	1	0	5.71	5
	General Surgery	2	1	0	0	0	0	2	0	1	0	0	1	0	0	5.00	6
	Gynecology	1	0	0	0	0	0	1	0	1	0	0	1	1	0	3.57	7
	Ophthalmology	2	2	2	2	2	2	2	2	0	0	0	0	0	2	12.86	1
	Orthopedics	1	1	2	2	1	2	1	2	0	0	1	1	1	2	12.14	2
	Pain Medicine	2	2	1	2	2	1	2	2	0	0	1	0	0	1	11.43	3
	Plastic Surgery	0	0	0	1	0	0	1	0	0	0	0	1	1	0	2.86	8
	Urology	1	1	1	1	1	1	1	0	0	0	1	1	0	0	6.43	4

Surgical Specialties >>>

PURPOSE

To identify and score the characteristics of eight surgical specialties that would make them attractive targets for <company>. The result is a prioritized list of specialties.

CHARACTERISTIC	DATA SOURCE	NOTES
Length of procedures	Primary research	
Volume of physician's daily procedures	Primary research	
Volume of outpatient procedures (nationally)	The Advisory Board	2019 estimates
5-year procedure growth forecast	The Advisory Board	2019-2024 growth forecast
Number of single-specialty ASCs	Medpac analysis of Medicare data	Specialties scored using data that does not include GI
Frequency of specialty offered at ASCs alongside GI	Definitive Healthcare (MEDICARE DATA)	
Complexity / variability of procedures	Primary research	
Number of ASCs that offer the specialty	Definitive Healthcare (MEDICARE DATA)	Specialties scored using data that does not include GI
Competitors target the specialty	Secondary research	Compared to COMPETITOR-1 and COMPETITOR-2 only
Volume of procedure codes	CMS	
Image-capture is part of some procedures	Primary research	
Existing procedure note creation <2 minutes	Primary research	
<company> has existing customers	<company> customer records	
Dictation as most-common	Primary research	
High concentration at ASC mgmt companies	Michele	