

# Uncover New Site Connections with Data-Driven Heat Maps

Leverage the Change Healthcare network to see  
customized potential connections



## What is the need?

- Growing lab revenue is a challenge as the industry continues to evolve in the aftermath of COVID-19.
- New site connections are often done via point-to-point interfaces that don't scale.
- Each individual interface requires time and money to build, wasting resources that could be focused elsewhere.
- We built our heat mapping capability to help laboratories maximize the revenue generated from a single connection to Change Healthcare.

## How heat mapping works

- Leveraging Change Healthcare's vast network, we can match the clinical exchange database of providers against our repository of claim data to create a heat map of providers and sites that are already using our clinical network.
- Paying the one-time connection fee to plug into our hub gives you access to unlimited additional site connections. Our heat map helps you identify which sites to target, increasing the orders you receive, saving on resources, and facilitating cleaner orders and results.

Bring unique  
value to your  
organization

**Help increase return  
on investment.**

- Heat mapping list provides potential leads for lab sales teams.
- Individual connections take time. With one hub connecting to multiple providers, you cut down on setup time, enabling you to see revenue faster.

**Save time and resources  
while providing cleaner  
orders and results.**

- Working with multiple individual connections to providers often requires specific and unique processes for each individual connection.
- Leveraging one hub for multiple connections reduces the resources needed to manage this task.