



Curi Advisory's Arrowlytics Solution

Arrowlytics pulls practice data from a variety of sources, including social media, into one system—providing total practice insight and uncovering opportunities for optimization. The platform's key features help practices drive new patient volume, increase margin per patient, and optimize overall practice performance.

Frequently Asked Questions: Arrowlytics

WHAT IS ARROWLYTICS?

The Arrowlytics solution is built to help practices monitor and improve results in areas such as digital market presence/reputation and practice growth and optimization. The Arrowlytics platform pulls critical data from a variety of sources, including various practice management tools and social media platforms, into one system—giving practice leaders total business insight. Coupled with consultative support from a team of seasoned healthcare industry experts, the Arrowlytics solution allows practices to make more informed decisions to assess, adjust, and ultimately grow their businesses.

WHAT IS THE FEE STRUCTURE FOR THIS SOLUTION?

Arrowlytics is a subscription-based online reputation management and practice analytics tool with per-physician pricing. There are initial one-time fees for implementation and backloading of historical data when first getting setup in the platform.

WILL I GET PAID COMMISSION FOR SELLING ARROWLYTICS TO MY CLIENTS?

Yes, the commission rate is a one-time fee of 8% of the annual subscription for each new practice or healthcare organization brought onto the Arrowlytics platform. The one-time implementation and data backload fees as well as any optional consulting are excluded from the commission calculation.

CAN I SELL THIS OFFERING TO MY CURI CLIENTS AND NON-CURI CLIENTS?

Yes, both Curi medical professional liability clients and non-Curi clients are eligible to purchase this product.

WHAT TYPES OF PRACTICES WILL BENEFIT MOST FROM THIS TYPE OF SOLUTION?

Office-based practices generally benefit most from the Arrowlytics solution. However, there are a handful of specialties that are not typically able to tap into the insights provided by Arrowlytics, given the way they interact with patients. These specialties include anesthesiology, emergency medicine, pathology, and radiology (unless they have imaging centers).



WHAT ARE SOME OF THE MOST COMMON ISSUES/CHALLENGES THAT MEDICAL PRACTICES FACE THAT CAN BE ADDRESSED BY THE ASPIRE SOLUTION?

The Arrowlytics solution can help practice leaders uncover a number of opportunities to grow and optimize their business. A sampling of common questions are outlined below. Please also see separate attachment on leading questions that you can ask your practice clients to understand where Arrowlytics can make the most impact.

- Why is physician A's revenue / compensation up or down compared to physician B?
- How does my practice compare to my competition and/or peer practices?
- Are we getting paid accurately by our payers?
- When should I add physicians and/or extenders?
- How can I identify and address excessive same-day cancellations and no-show appointments?
- How can I identify underutilized assets, including space, equipment, and personnel?
- How can I improve physician and location social media ratings?
- What's the best way to target specific patients in need of a particular procedure?
- How can I increase new patients in need of specific services or procedures?
- How can I increase patient volume overall?

DO PRACTICES HAVE TO RENEW THEIR ARROWLYTICS SUBSCRIPTION ANNUALLY?

Most customers sign on for a three-year agreement with Arrowlytics. This agreement allows for a seamless and automatic renewal process. Please reach out to Curi or the Arrowlytics team if you have any questions about the termination aspects of the agreement.

For more information, please contact Donald Pierce (donald.pierce@curi.com), Director, Business Development—Curi Advisory.