strata

Market Opportunity Analysis

Identify growth opportunities with powerful analysis of industry–best claims, state, and CMS data

Growing healthcare offerings begins by answering key questions, including when, where, which services to offer, and more.

Market Opportunity Analysis leverages Strata's industry–leading market and claims dataset to answer those questions and identify top growth opportunities. Strata cleans and curates the data, then makes it available in an easy–to–use interface that highlights and quantifies market growth opportunities. Market Opportunity Analysis delivers detailed analyses and quick reports for insights on market share, market projections, utilization, patient behavior, payor mix, and more to support strategic growth planning.

Market Opportunity Analysis includes **two modules:**
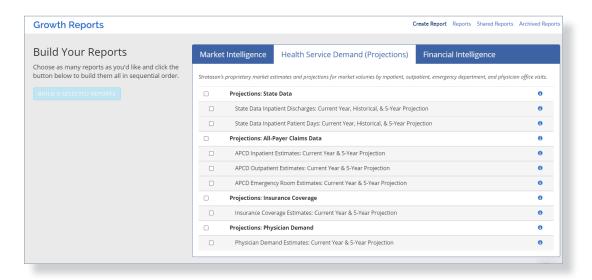
Market Query

Analysts can query billions of data points in a matter of minutes to guide strategic decision–making with this rapid data query engine. Easily apply filters or custom crosswalks to get the insights you need to answer vital questions about market share, utilization, physician loyalty, payor types, and more. Market Query is perfect for "slicing and dicing" any dataset. It allows users to:

- Automate data selection
- Include any number of columns
- Access our proprietary and curated 837 All–Payor Claims Dataset (APCD), state data, and CMS data
- Quickly build and run enterprise–level queries
- Utilize custom product line and payor definition roll–ups data

Growth Reports

With just a few clicks, analysts can access in–depth and up–to–date reports on market share, market projections, patient origin, cost reporting, and demographics. Get market projections for inpatient, outpatient, emergency,

Growth Reports

Create Report   Reports   Shared Reports   Archived Reports

Build Your Reports

Choose as many reports as you'd like and click the button below to build them all in sequential order.

BUILD 0 SELECTED REPORTS

| Market Intelligence | Health Service Demand (Projections) | Financial Intelligence |

Stratasan's proprietary market estimates and projections for market volumes by inpatient, outpatient, emergency department, and physician office visits.

- **Projections: State Data**
  - State Data Inpatient Discharges: Current Year, Historical, & 5-Year Projection
  - State Data Inpatient Patient Days: Current Year, Historical, & 5-Year Projection
- **Projections: All-Payer Claims Data**
  - APCD Inpatient Estimates: Current Year & 5-Year Projection
  - APCD Outpatient Estimates: Current Year & 5-Year Projection
  - APCD Emergency Room Estimates: Current Year & 5-Year Projection
- **Projections: Insurance Coverage**
  - Insurance Coverage Estimates: Current Year & 5-Year Projection
- **Projections: Physician Demand**
  - Physician Demand Estimates: Current Year & 5-Year Projection

Houston Mkt

APCD OUTPATIENT ESTIMATES: CURRENT YEAR & 5-YEAR PROJECTION

Main Product Line	2021 Est. Visits	2026 Projected Visits	2021 - 2026 Difference	2021 - 2026 % Change
Allergy & Immunology	29,033	29,707	674	2%
Anesthesia	8,213	8,937	723	9%
Assessments/Evaluations	2,579	2,601	22	1%
Behavioral Health	194,168	257,135	62,967	32%
Cardiology	35,695	40,008	4,313	12%
Cardiovascular/Thoracic Surgery	489	621	132	27%
Complementary Medicine	73,962	86,122	12,161	16%
DME & Supplies	50	53	3	5%
Dental	363	344	-19	-5%
Dermatology	20,429	24,168	3,738	18%
Documentation	1,201	1,536	334	28%
Drugs	89,037	112,040	23,003	26%
Evaluation & Management	1,012,120	1,152,798	140,678	14%
Gastroenterology	18,931	19,378	448	2%
General Medicine	372	400	28	7%
General Surgery	14,153	15,169	1,016	7%
Gynecology	3,888	3,744	-143	-4%
Hospital Inpatient	44	48	4	8%

and physician office volumes. Streamline analysis and growth planning across departments with easy–to–understand, templated reports for ultimate cross–team alignment.

Growth Reports allows users to:

- Define your service area using CMS data
- Share and auto–update reports on market share, patient origin, demographics, and more
- Export reports in PDF and CSV

Growth Reports offers market projection reports that give users insights into how much growth to expect in their market so they can make informed strategic decisions about where to focus resources in the future. Projections use multiple, high–quality data sources to forecast inpatient and outpatient utilization at the ZIP code and service line levels.

Reports within Market Opportunity Analysis are auto–refreshed as new data becomes available so strategic planners can keep their teams aligned with the latest market insights. Put an end to the constant rebuilding of reports and queries, and access all report files in one place. Teams can stay aligned around the information that matters most while maintaining access and editorial control.

Visit our website to learn more, or request a demo.

Washington County UT Demographics

DEMOGRAPHICS SUMMARY

	Washington County UT	US
2021 Population	190,266	333,934,112
2026 Population	216,309	345,887,495
2021-2026 % Change	13.7	3.6
2021 Median Household Income	63,377	64,730
2026 Median Household Income	71,661	72,932
2021 Median Age	34.5	38.8
2026 Median Age	35.1	39.5

Age Group	Washington County UT 2021	% of Total	Washington County UT 2026	% of Total	Washington County UT % Change	US % Change
0-4	16,157	8.5%	18,349	8.5%	13.6%	4.0%
5-9	15,653	8.2%	17,849	8.3%	14.0%	1.3%
10-14	15,057	7.9%	17,114	7.9%	13.7%	1.7%
15-17	8,175	4.3%	9,348	4.3%	14.3%	3.1%
18-20	7,515	3.9%	8,446	3.9%	12.4%	1.3%
21-24	8,495	4.5%	9,164	4.2%	7.9%	-1.8%

Gender	2021	% of Total	2026	% of Total	% Change
Male Population	94,256	49.5%	107,106	49.5%	13.6%
Female Population	96,010	50.5%	109,203	50.5%	13.7%
Total	190,266	100%	216,309	100%	13.7%
Female Childbearing†	36,227	19.0%	40,957	18.9%	13.1%

Race/Ethnicity	2021	% of Total	2026	% of Total	% Change
White	162,544	85.4%	180,887	83.6%	11.3%
Black	1,932	1.0%	2,461	1.1%	27.4%
American Indian	3,120	1.6%	3,847	1.8%	23.3%
Asian	2,406	1.3%	3,059	1.4%	27.1%
Pacific Islander	2,025	1.1%	2,462	1.1%	21.6%
Other Race	12,008	6.3%	15,953	7.4%	32.9%
Two or More Races	6,231	3.3%	7,640	3.5%	22.6%
Total	190,266	100%	216,309	100%	13.7%
Hispanic‡	25,546	13.4%	32,489	15.0%	27.2%

Household Income	2021 Households	% of Total	2026 Households	% of Total	% Change
<$15,000	4,032	6.3%	3,837	5.3%	-4.8%
$15,000-24,999	5,176	8.1%	4,764	6.5%	-8.0%