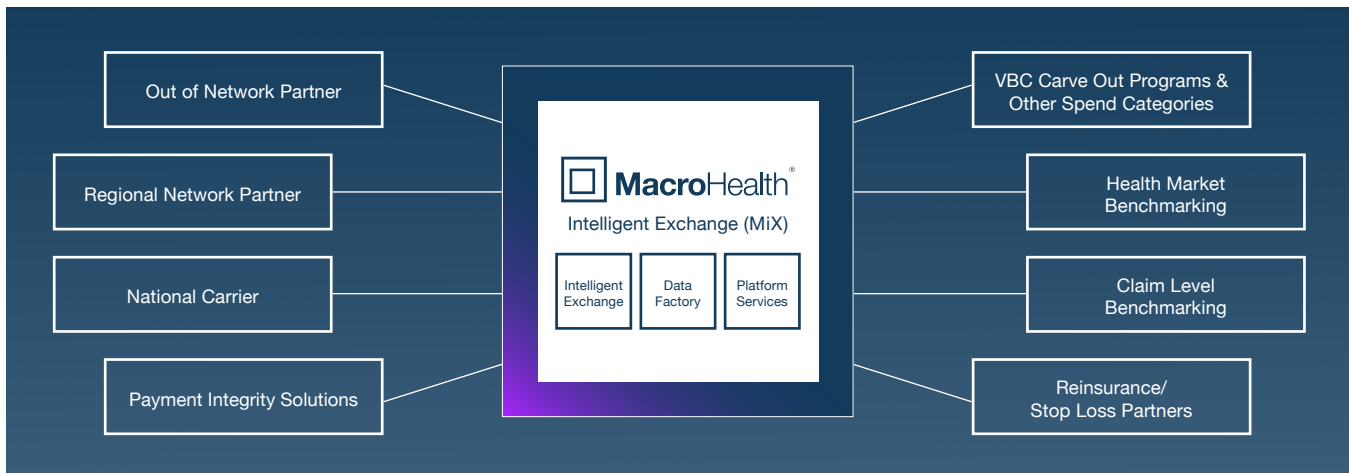


The MacroHealth Intelligent Exchange™ platform is an Intelligent Health Market as a Service (IHMaas) solution that provides a marketplace experience for healthcare business leaders to access and shop for healthcare services in a way that's more intelligent, efficient, and holistic than previously possible. There are two main components which support and drive the marketplace experience: Optimize and Connect.



Optimize shows you the macro view of your opportunity. This component allows you to identify optimal provider networks and health solutions partners for your unique member population, enabling you to design solutions that make care more affordable and accessible. This component has four phases:



### Identify

The MiX platform uses advanced data analytics and third-party benchmarking data to provide a clear picture of past and current healthcare purchasing performance, to highlight areas of strength and opportunities for improvement.

- Identify price variations and lower price providers you may not currently be aware of
- Identify unrealized cost savings opportunities
- Receive actionable information that supports business expansion goals that cannot be accomplished otherwise



### Predict

The MiX platform generates an unbiased view of the provider networks and health solutions partners that bring the most value and best fit the needs of a particular population of members.

- View potential provider disruption impact for any potential new configuration
- View potential member disruption or increased member access for any new potential configuration
- Use valid, data driven, and unbiased reports to compare alternate network configurations to predict performance of one solution against others broadly or granularly
- Quantify savings opportunities to enable ROI calculation for more efficient priority setting and resource allocation



## Propose

Holistically compare the solutions recommended by the MiX platform and apply additional business filters to ensure you select the best-fit solution.

- Proprietary algorithms determine the best Health Market Partner options while meeting operational constraints or considerations
- Generate all potential combinations and filter out the ones that don't meet your business requirements to view and compare potential savings for each combination



## Measure

After a customer is connected to the MiX platform, the Optimize component continues to provide value long-term through continuous optimization and robust analytical capabilities.

The MiX platform monitors customer data and automatically recognizes trends and patterns via our advanced AI and machine learning technologies, providing real-time reporting on current vs predicted performance. The platform can then recommend specific ways to further optimize your Intelligent Health Market, identifying additional cost saving and reinvestment opportunities as membership, member geographic density, case mix and utilization patterns change over time.

## Strategic Insight, Business Agility, Measurable Results

The MacroHealth Intelligent Exchange platform gives healthcare business professionals increased ability to respond to market challenges and a strategic advantage:

- Unlocks greater growth potential by providing the ability to sell to new groups, customers and/or markets
- Proactively delivers strategic opportunities and identifies the best partners based on your specific business strategy
- Reporting is actionable and paired with the ability to clearly quantify opportunities before engaging your internal resources
- Enables smoother, more impactful process change to foster organizational innovation and growth
- Cost savings realized through the MiX platform have positive impacts to member cost shares, plan and stop-loss premiums and enable re-investment back into your business
- Improves member experience through improved access and more affordable care, leading to increased member satisfaction, member loyalty and brand value

### Are You Ready to Partner with MacroHealth?

More access. More opportunities. More insights. More ways to accelerate revenue. All with fewer demands on your resources. Partner with MacroHealth now – and see the bigger picture of health care. **Email** [info@macrohealth.com](mailto:info@macrohealth.com) **or learn more at** [MacroHealth.com](http://MacroHealth.com).