

# New Strategic Market Assessment Data Boosts Home Care & Hospice Agency Power in PlayMaker CRM

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/EINPresswire.com/ [Home care](#) and [hospice](#) companies can get unparalleled insight into their competition while saving time and resources with the release this week of Health Market Science's new Strategic Market Assessment (SMA) data in PlayMaker CRM's TargetWatch.

This innovative assessment data allows agencies to examine their competitive landscape at various geographic levels by analyzing [home health](#) and hospice market share by agency or corporate owner. Users can see exactly which agencies are capturing the most market share, aiding in the comprehensive development of specific sales and marketing strategies to maximize potential opportunities.

"The new Strategic Market Assessment data within TargetWatch will give agencies of all sizes access to unprecedented and valuable data, giving them the ability to zero in on their competition and have all the information they need to develop a strong strategic plan to take command of their market," said Adam Bishop, founder of PlayMaker CRM.

The Strategic Market Assessment data is a powerful new component for TargetWatch, which allows users to quickly and easily identify, target and monitor the highest-referring physicians and facilities in their market using Health Market Science data – the most comprehensive, accurate and up-to-date physician and facility targeting data in the country. TargetWatch's unique and powerful capabilities make it the must-have tool for home care and hospice companies who want to overtake their competitors and dominate their markets.

TargetWatch and its new Strategic Market Assessment data make it easy for agencies to not only know where they and their competitors stand, but to see exactly what their next step should be.

The new Strategic Market Assessment data features several key reports:

**Home Health and Hospice Owner Market Share Report:** Tells which home health and hospice organizations listed by owner are operating within a user's coverage area, as well as their percentage of market share and the number of locations they operate in.

**Home Health and Hospice Agency Market Share Report:** Tells which home health and hospice

organizations listed by agency are operating within a user's coverage area, as well as their percentage of market share and the number of locations they operate in.

Home Health and Hospice Agency County Market Share Report: Tells which home health and hospice organizations listed by agency are operating within the counties a user serves, as well as their percentage of market share and the number of locations they operate in.

Home Health and Hospice County Report: Provides an analysis detailing the home health and hospice market across the counties within a user's coverage area. The report features the number of agencies admitting within each county; percentage of home health patients across the coverage area and percentage across the state; and the top agency in each county, including their county market share.

Win more referrals than your competitors! Call 866.930.6847 or visit [www.playmakercrm.com/demo](http://www.playmakercrm.com/demo) today to find out more.

#### About PlayMaker CRM

PlayMaker CRM is one of the leading customer relationship management solutions in the home health, hospice and private duty markets. Our web-based solution is designed specifically for home care to assist agencies in increasing sales efficiency, growing market share and increasing profitability. PlayMaker CRM is used by hundreds of agencies large and small that realize the benefits of using innovative technology to grow and stay ahead of the competition.

For more information, visit [www.playmakercrm.com/demo](http://www.playmakercrm.com/demo).

#### About Health Market Science

Health Market Science (HMS) helps healthcare organizations solve business challenges centered on healthcare provider information. HMS uses innovative technology and domain expertise to help our clients comply with evolving federal and state laws, reduce operational costs and maximize market opportunities. Health Market Science offers robust solutions based on the most comprehensive provider database, including healthcare providers (HCPs), healthcare organizations (HCOs), and their affiliations, coupled with the largest medical claims database in the United States. A wealth of highly experienced talent in data analysis and industry experts, including regulatory compliance, mine these assets continuously for better ways to help clients increase margins and operate more cost-effectively.

For more information, visit [www.healthmarketscience.com](http://www.healthmarketscience.com).

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