



Atlas

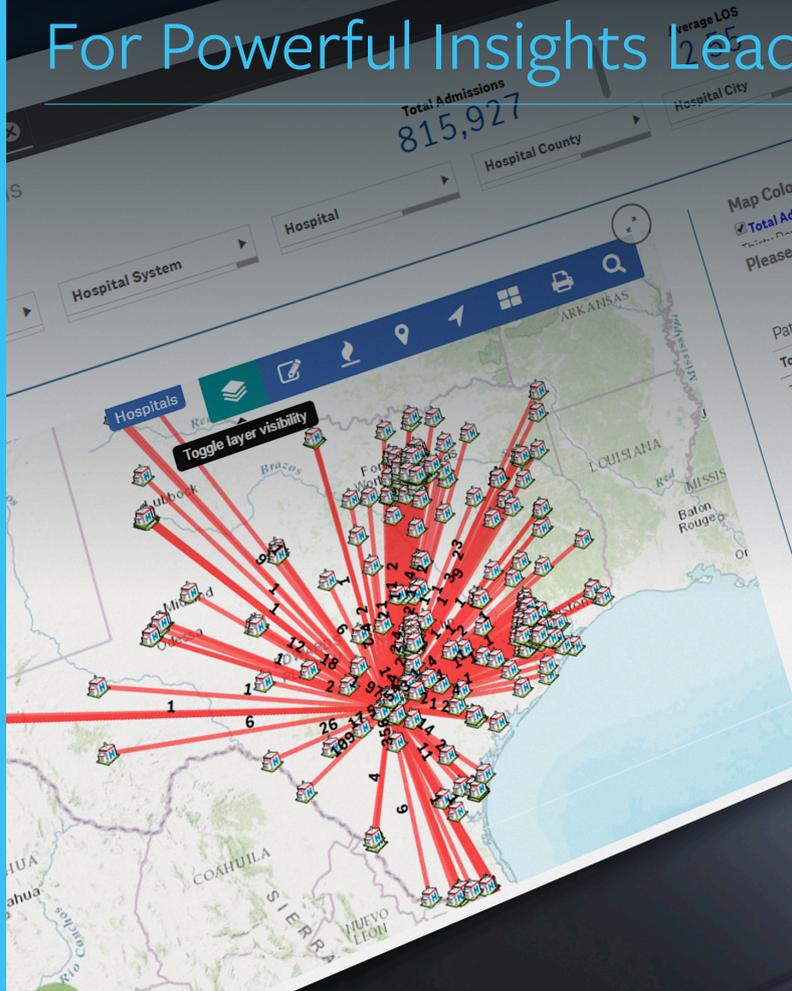
THA's powerful new data visualizations tool



Center for Technology Innovation
Texas Hospital Association

www.tha.org/atlas

Atlas Helps You Slice and Dice Your Hospital's Data ... For Powerful Insights Leading to New Opportunities



You have many goals for your hospital. You want to build your patient volume, grow your market share, and attract and retain the finest physicians. To develop a sound strategy for attaining those goals, you need accurate, timely data; keen insights; and clear direction.

With the advent of electronic health records, technological advances, and state reporting requirements, hospitals have access to more data today than ever before. However, the challenge lies in correctly interpreting all that data. No matter how valid, precise and comprehensive your data trove, false conclusions can lead to poor decisions and missed opportunities.

What is Atlas?

Atlas—the Texas Hospital Association’s powerful new data visualization tool—helps you make sense of your data. Atlas integrates claims data from the Texas Health Care Information

Collection and from THA’s own patient data system, Compass, to provide the most complete, timely assessment of Texas’ health care environment possible.

Why does my hospital need Atlas?

With Atlas, you turn your data into actionable information that helps you make well-grounded decisions to put your hospital on its most dynamic course. With health care markets at an all-time competitive high, it is crucial to make full use of the best data available as the basis for any market strategy.

What can Atlas Do?

Atlas provides you a complete view of the health care environment in Texas. With Atlas, you can deeply analyze

patient migration patterns and obtain valuable demographic data about your patients, including average household income, average family size, and average spending on health insurance.

Atlas provides the best competitive market share data in Texas. You see how your hospital is performing, and you see how your hospital’s competitors are performing. In many cases you can even see whether a patient was readmitted from your facility to another facility in the state.

Atlas illuminates physician loyalty patterns. You see how many times a physician performed a particular procedure in your operating room, compared with how many times that physician performed the same procedure—or others—in the hospital across town.

With Atlas, you can easily monitor your hospital’s performance, track trends, and identify opportunities for growth and improvement. It is the most powerful data visualization tool available to the hospital industry, helping you slice and dice data to uncover key insights and valuable opportunities.

A modern office interior with large windows and people in business attire. The scene is brightly lit by natural light from the windows, creating a professional and active atmosphere. Several individuals are engaged in conversation or walking through the space. The ceiling features a grid of circular perforations, and the floor is highly reflective.

Texas Hospital Association

1108 Lavaca, Suite 700
Austin, TX 78701

(512) 465-1000

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