



The New Era Of Benchmarking

Leveraging Real-World PROs for Smarter Decisions with DataPRO

In today's data-driven healthcare environment, providers and organizations are under mounting pressure to demonstrate the value of their care. Yet traditional benchmarking approaches are outdated, limited, and disconnected from the patient voice.

PatientIQ recently released DataPRO: a revolutionary performance benchmarking solution powered by real-world patient-reported outcomes (PROs). With access to over 10+ million patients and 33+ million PRO scores exclusively collected by PatientIQ, DataPRO sets a new standard for evidence-based, outcomes-focused decision-making.

Introduction: The Benchmarking Dilemma

Healthcare organizations have long sought to benchmark their performance to drive improvement, justify investment, and negotiate value-based contracts. However, benchmarking methods often rely on incomplete, retrospective, or claims-based data. These approaches fail to capture the patient's perspective and do not provide actionable, real-time insights. As the healthcare industry accelerates its shift toward value-based care, capturing the patient's voice through PROs has become essential—not only to measure outcomes that matter most to patients, but also to demonstrate value in a system increasingly focused on quality, experience, and cost-effectiveness.

Custom data warehouses are expensive and resource-intensive. Clinical trials offer rigor but lack scale and generalizability. As a result, most health systems struggle to benchmark patient outcomes meaningfully, limiting their ability to track quality and optimize care.

Enter Real-World PROs

Patient-reported outcomes provide direct insight into how patients feel and function as a result of care. Real-world PROs offer:

- **Scalability** across clinical settings and populations
- **Timeliness** to inform current decision-making
- **Relevance** to patients and providers

Until recently, widespread benchmarking of PROs was not feasible. PatientIQ changed that.

Introducing DataPRO

DataPRO is the first market intelligence tool of its kind, built on one of the largest proprietary datasets of real-world PROs. It empowers health systems, surgeons, and quality leaders with:

1. Organization-Level Benchmarking

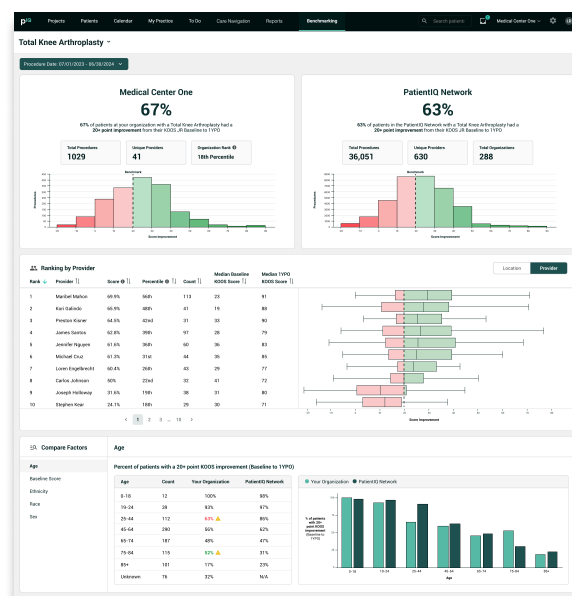
Compare outcomes across healthcare organizations to:

- Identify other high-performing organizations
- Spotlight gaps in care quality
- Prioritize improvement initiatives

2. Surgeon-Specific Insights

Drill down to the provider level:

- Benchmark individual surgeons against national peers
- Recognize high performers and best practices
- Guide professional development and colleague learning



Interactive DataPRO interface enables users to explore performance metrics, identify trends, and act on real-world outcomes data.

3. Outcome Predictors and Best Practices

Go beyond raw comparison—combine patient outcomes data with targeted actions to drive care improvement

- Analyze procedure-level outcomes across demographics and comorbidities
- Identify predictors of surgical success
- Refine care pathways and protocols

4. Data for Strategic Negotiations

Use benchmarking data to:

- Inform value-based care and risk-sharing agreements
- Collaborate with device vendors on pricing and product performance
- Validate and communicate organizational value to payers and partners

Why DataPRO Is Different

Unlike traditional analytics solutions, DataPRO offers:

- **Real-World Scale:** Benchmarked against the largest network of PROMs in the U.S.
- **Granular Insights:** National, organizational, and provider-level benchmarks
- **EHR Integration:** Automated, continuous data collection
- **Actionable Results:** Interactive dashboards and comparative analytics
- **Reduced Operational Burden:** Eliminates the need for staff to manually compile and analyze fragmented datasets, freeing up resources and streamlining decision-making



How Health Systems Use DataPRO to Improve Patient Care

Health systems can use DataPRO to turn patient outcomes into data-driven strategies that improve care and reduce costs.

- **Exercise Responsible Practice:** Identify appropriate candidates for surgery based on historical improvements in that specific cohort.
- **Refine Care Pathways and Protocols:** Use comparative outcomes data to adjust clinical workflows, optimize follow-up timing, and tailor interventions to patient needs.
- **Improve Patient Satisfaction:** Leverage PRO insights to better understand patient recovery experiences and address gaps in communication, education, and care delivery to ultimately create better patient experiences.
- **Reduce Organizational Costs:** Streamline data aggregation, helping identify costly re-op trends, and prevent patient readmissions

Use Case Snapshot: OrthoArizona™

OrthoArizona is Arizona's largest orthopedic specialty group, with more than 300+ providers working in more than 35+ locations. They have been a PatientIQ client since 2022 and have collected PROs on more than 280K patients.

After implementing DataPRO, OrthoArizona identified 67% of their patients that received a total knee arthroplasty (TKA) saw a significant clinical improvement at one year post-op. This compared favorably to the PatientIQ network, which showed that only 62% of patients that receive a TKA show significant clinical improvement at one year post-op.

By analyzing and identifying high-performing protocols, OrthoArizona can further refine their TKA protocols to improve their scores even further and ultimately establish a reputation as the best TKA provider nationwide. The DataPRO benchmarking is already being used to drive actionable changes in patient care and surgical decision-making.



Conclusion: A New Era Begins

The future of benchmarking is real-time, patient-centered, and data-rich. DataPRO enables healthcare providers and organizations to finally answer critical questions:

- How do we compare?
- Where can we improve?
- What works best, and for whom?

PatientIQ is proud to power this transformation with DataPRO—ushering in a new era where smarter decisions lead to better outcomes for all.



“We’re excited to have this! For the first time, we can benchmark our outcomes against a national dataset and see how our surgeons and protocols compare to peers across the country. **It’s a game-changer for identifying areas where we’re excelling—and where we can improve.**”

• Alex Dashe
Chief Operating Officer
OrthoArizona

For more information, visit patientiq.io/solutions/datapro

PatientIQ is a cloud-based software platform and patient engagement technology that automates the collection of patient reported outcomes. It also offers procedure-specific education modules to help prepare patients for treatments and proactively monitors their recovery. The platform's built-in analytics and biostatistical modeling engine generates actionable insights for quality improvement, research, and marketing purposes. The collected data can also be used to collaborate and benchmark with other institutions. The software comes with full-service support and is easily configurable around organization-specific workflows.

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