



# OutcomeMD

A healthcare data intelligence platform that captures, analyzes, and acts on real-time Patient-Reported Outcome Measures (PROMs) to inform clinical decisions and drive value-based care.

<https://www.outcomemd.com>

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## Overview

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OutcomeMD is a software platform that empowers healthcare clinicians and systems to capture, analyze, and act on real-time Patient-Reported Outcome Measures (PROMs) at scale. Built upon the Patient Experience Data Network™, the platform is designed to put the patient's voice at the center of care, transforming their self-reported data into actionable clinical and business insights. The solution uses medically validated PROMs to score and track changes in a patient's symptoms and quality of life over time, often presented as a simple **Wellness Score**.

## Key Benefits and Use Cases

**Improve Patient Care and Engagement:** The platform provides a unique, 'fitness-tracker-like' experience for patients, encouraging them to actively participate in their care journey and track their progress. This ongoing dialogue strengthens the patient-provider relationship and is shown to lead to stronger adherence and better outcomes. The data helps clinicians refine treatment strategies and identify risks earlier.

**Drive Value-Based Care & Revenue:** OutcomeMD is a tool for dialing in best practices and demonstrating the proven value of treatments. It helps organizations meet regulatory requirements, support risk adjustment, and secure approvals for otherwise non-reimbursable codes, thus maximizing reimbursement and enhancing profitability.

**Outcome Marketing and Patient Acquisition:** The platform includes unique Outcome Marketing features that enable providers to leverage their positive patient outcomes to attract new patients, objectively enhancing their online reputation through patient endorsements on social media and review sites.

**Clinical Research and Discovery:** The de-identified, longitudinal PROM data collected is valuable for biopharmaceutical firms and researchers, providing real-world evidence to inform clinical trials and drug development. OutcomeMD licenses this data, creating a new revenue stream for providers.

### Target Users and Specialties

OutcomeMD is designed for clinicians, practice groups, healthcare systems, health insurers, and biopharma researchers. It supports tracking outcomes across a wide range of medical specialties and conditions, including Chronic diseases, Mental health, Oncology, Primary care, and Surgery.

## Key Features

- Patient-Reported Outcome Measures (PROMs) Collection
- Real-Time Outcome Dashboard / Wellness Score
- Native EHR Integration (DrChrono, Athena Health)
- Outcome Marketing / Patient Acquisition
- Automated Follow-up Monitoring
- Value-Based Care & Reimbursement Support
- De-identified Data Monetization

## Pricing

**Model:** subscription

Subscription-based with tiered pricing depending on user count and business size. Starting costs are around \$50 per user per month for small businesses, up to \$99/user/month for a single user, and can go down to \$30/user/month for larger enterprises (1,000+ users). Discounts are available for yearly subscriptions. Implementation costs vary from \$1,000 to \$5,000 for small businesses.

**Starting at:** USD \$50

**Target Company Size:** small, medium, enterprise

## Integrations

DrChrono, Athena Health, Most EHR systems

# Compliance & Certifications

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HIPAA, HITRUST

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