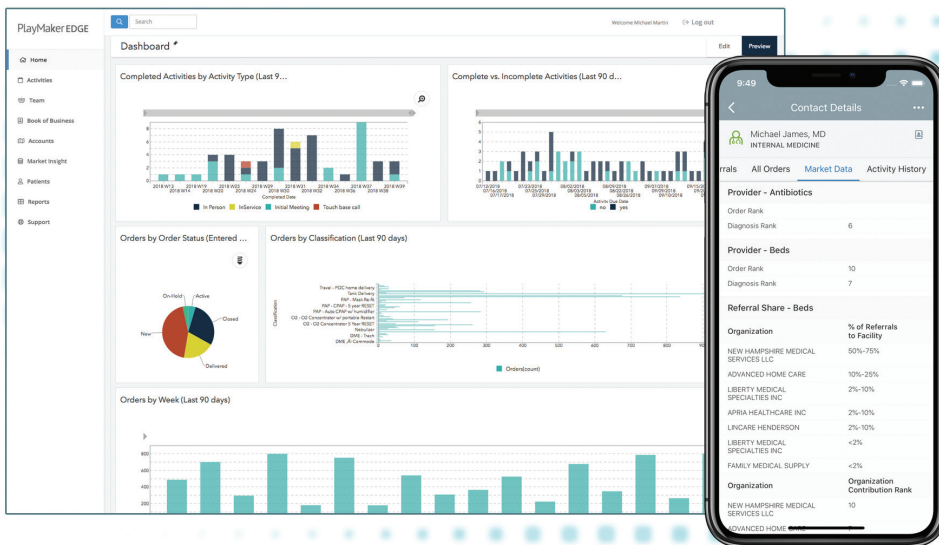


**Remain Competitive | Accelerate Growth | Increase Profitability**

**PlayMaker Edge**, tailor-made for HME and Infusion providers, provides an in-depth view of the competitive landscape, identifying high-value referral sources and service line expansion opportunities within target markets. The combination of market data, relationship management, and reporting features, via mobile and web, enhances productivity and provides actionable intelligence. **The powerful integration of Edge and Brightree delivers a deeper level of referral intelligence for today's competitive environment. By combining performance metrics with frequently updated referral data, business leaders have the data-driven insights they need to support strategic growth initiatives and increased profitability.**



**PlayMaker EDGE**

**Improve Market Position**

*Market Intelligence*

- Identify competitive market opportunities
- Visualize practitioner concentration
- Rank by therapy

**Establish Referral Networks**

*Relationship Management*

- Prioritize high-performing accounts and contacts
- Monitor and manage business development
- Improve efficiency and referral source engagement

**Streamline Communication**

*Sales Intelligence*

- Pinpoint service line expansion opportunities
- Manage referral pipeline performance
- Produce account segmentation analytics

**Retain Talent**

*Client Success*

- Dedicated support from implementation to ongoing education
- Metrics and reporting aligned with key business objectives
- Client-centric communication and platform optimization

**OUR CLIENTS SAY IT BEST...**

*“PlayMaker Edge is a great product that has a lot of functionality I haven't seen anywhere else. Our team is now focused on the right accounts, and they are more efficient and effective in the field. Being a customer service company ourselves, that's very important to us, and PlayMaker's support has been amazing.”*

— Kristi Petro, Sales Director, United Medical Providers