



Hammes Precision® is Hammes Healthcare's proprietary real estate and retail analytics software tool. It was designed to help healthcare providers strengthen their ambulatory network and overall market position, and find optimal locations at the block-group level, even in saturated markets.

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#### What is Hammes Precision®?

Hammes Precision® was created in partnership with Kalibrate, a leading predictive retail and location analytics company, to provide clients with in-depth real estate and retail analytics to determine optimal market and site selection. The GIS/Mapping and associated analytic tools are interactive and use relevant data sets, such as local market healthcare use rates, Sg2 demographics, consumer behavior (e.g., travel patterns), specialty-based need for physicians, along with clients' internal data, to understand the specific factors that impact the predicted performance of potential site locations.

The tool calculates volume projections, visualizes available medical real estate, evaluates cannibalization from existing locations, and much more. Its visual appeal and ease of use provide an ideal tool for healthcare strategy, planning, and real estate professionals to facilitate planning sessions and to evaluate network deployment scenarios in real time. Hammes Precision® is available through Hammes consulting engagements or it can be directly licensed to healthcare provider teams as a cloud-based tool.

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## What is Unique about Hammes Precision®?

### ***Proven innovation and sustainable strength of a leading national retail analytics company***

Hammes Precision® is built on Kalibrate's fully matured location intelligence software engine, SiteIntel, which has decades of validated methodologies across every market and a broad range of industries, including many in retail-sensitive healthcare services. This is the same engine that is trusted by brands like Home Depot, Panera, ALDI, and many others. Hammes Precision® incorporates the retail and market data of SiteIntel with customized healthcare data to produce a proprietary market engine for healthcare providers. These proprietary tools bring sophisticated approaches to trade/catchment area definition, cannibalization effects, urbanicity effects, as well as customized approaches to “calibrate” our models for unique markets. Hammes Precision® is a SOC II-certified application, meaning healthcare providers can rest assured knowing all data is securely managed.

### ***Hammes Precision® is supported by our experienced strategic planners and advisors***

Hammes has a 30-year history working with hospitals, health systems, and physician groups on market and ambulatory strategy. We leverage Hammes Precision® for our consulting engagements to allow for greater market accuracy and decision validation. An intuitive and easy-to-use tool, Hammes Precision can also be implemented directly within healthcare provider real estate and planning teams, along with on-call consulting support from Hammes’ team of experts.

### ***Flexible and customized for your team***

Hammes Precision features analytics for 11 retail-sensitive outpatient service lines, including primary care, pediatrics, orthopedics, and cardiology. Your team can overlay unique demographics, facility locations, physician supply and need, as well as patient volume data and other local market area data for each of these specialties. This means you will have the right facility in the right location.

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## What Are Some of the Questions You Help Clients Answer?

These are just a few of the questions that Hammes Precision® has been developed to help healthcare providers answer:

- What are our current geographic gaps in physician coverage within the market? And which specialties will likely be successful given the competitive landscape?
- Is our current network adequate to serve our population health goals, and what is the optimal placement to avoid cannibalization?
- “White Space” analysis – What does the optimal network look like in a market region – and what strategies could we pursue to transition our existing network to one that better meets future needs?
- What are potential physician and ancillary deployment opportunities at a planned site of service?
- What impact will an increase in telehealth market share have on our recommended brick and mortar deployment?
- Is there potential undeveloped land near our targeted area that could be considered?
- What are the closest available medical office buildings that may have space available?
- What is the trade area that my patients will be coming from?

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## About Hammes Healthcare Advisory Services

Hammes Healthcare’s Advisory Services group has been a leading advisor to healthcare organizations for three decades offering a full range of strategic, financial, operational, and facility consulting services.

Our team of professionals has deep, real-world healthcare industry experience and has completed hundreds of strategic, ambulatory, and real estate advisory assignments. We work with the full spectrum of healthcare organizations from rural community hospitals to large, multi-state healthcare systems to integrated payer/provider systems to academic medical centers.