Model of Excellence Profile – Franklin Trust Ratings

Company Name:	Franklin Trust Ratings LLC	ICG#	33787
Address:	44 High Street, Belfast, ME 04915		
Product Name:	**Franklin BI™**		
URL:	www.ftratings.com	President Name:	John Morrow, Managing Director

Business and Product Overview

Business Information Framework Classification	*Applications Models:*
	   Evaluate – Reference & Intelligence
		Business Model:
		   Subscription – Subscription

	Content Models:
	   Aggregation – Public Domain
	Region:
	   National - USA all markets
		Distribution Model
		   Direct Sales – Captive
		   Direct Response – Web-based
		
		   Channel – White label

Company Overview	Franklin Trust Ratings has elegantly and powerfully integrated healthcare public domain datasets on hospital and provider performance & utilization to deliver a business intelligence tool specifically tailored for the end-user environment.	
Product/Service Description	Franklin Trust Ratings (Franklin) is founded on the principle of "democratization of healthcare data." Simply put, Franklin wants to push complex datasets to the desktops of end-users, accomplishing this through a robust user interface that brings point-and-click simplicity to data that would previously be manipulated through massive spreadsheets or complex software applications. Enhancing *quantitative intuition* Franklin BI is a system where users access the most current data, can ask virtually unlimited questions, and learn faster, whether a provider, payer, supplier or policy wonk. Franklin has aggregated and integrated over 40 provider performance datasets (120MM records) produced by the federal government, allowing users to conduct "what if" analyses quickly and easily across over 900 operating, financial, quality, safety, utilization measures for every US market; including hospitals, ASCs, physicians/groups, home health, hospices, and practitioners. Franklin has integrated mapping visualizations that include dozens of demographic layers, critical functionality given the inherently local nature of healthcare delivery and the national scope of the data. Content represents the detailed spending and care surrounding the $1 Trillion US hospital industry. Franklin has also integrated all-payer outpatient surgical procedure volumes, to provide still another way to analyze both facilities and markets. It has integrated Medicare Part D prescription data utilizing a newly released dataset that provides information on the prescribing history of nearly 1 million physicians nationally. Franklin even encourages users to create and promote their own rankings using its government-sourced comparative measurement data, and their proprietary custom local and peer grouping algorithms.	

Hosted in a cloud-based platform, the subscription provides lightning fast answers at the speed of thought, transforming big data into clarity and insight for everyone, improving analytical productivity and insights.

There's a wonderful model here that shows clearly that even data broadly available and in the public domain can be the basis for creating a high-value data product if the product is well architected, datasets are tightly integrated and the user experience gets primary attention.

Year Founded:	2016	BizDev Contact:	John Morrow
Employees:	5-10 (est.)	Main Telephone:	207-323-0560
Profile Date:	5/22/2017	Primary Market Served:	62 – Healthcare and Social Assistance
Ownership:	Private	Funding Source:	Privately Funded
MofE Class:	2017		