American Medical Software
Targeting Research and Findings
Nov. 2018

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Jordan,

I've been doing research for American Medical Software to find smarter solutions for the company's advertising and sales targeting. With AMS's software quality and the ever-changing state of the healthcare industry, there are plenty of opportunities for AMS to increase sales. Specific legislation, trends in the industry, and shifts in accessibility have helped show that AMS has a huge opportunity to increase revenue by **specifically targeting *physicians in Virginia***.

Virginia voted to expand Medicaid coverage in the recent midterm elections. This means that once the expansion is enacted on January 1, coverage will be open for 400,000 lower-income Virginia citizens (1). By targeting physicians **starting immediately and through the beginning of 2019**, AMS can reach doctors who are looking to improve their software to handle increases in new patients. In fact, Medicaid enrollment in Virginia is already drawing thousands more applications than state and federal officials expected (2).

Medicaid expansion coincides with other advantageous trends for AMS. As the healthcare industry develops and more Americans gain access to care, improving the patient experience is more important than ever. The market is becoming more competitive, and providers must stay innovative and provide a great experience for consumers.

Consumers value easy access and frequent engagement, and it's crucial that provider software keeps everything organized and simple (3).It is predicted that by 2019, 50 percent of healthcare companies will have tools to access, share, and analyze medical data across their organizations (4).AMS has a great opportunity to reach out to physicians who will be looking to gain a competitive edge to attract new patients.

Healthcare experts and analysts also say that the industry is, and will continue to be, shifting towards encompassing a more well-rounded approach to healthcare. As legislation moves to increase accessibility to healthcare, it's also becoming more likely for providers to suggest treating behavioral, mental, dental, and other methods of healthcare for patients (3). This means it's crucial that doctors have the ability to store and share patient information in a safe, streamlined manner — an advantage of AMS software. Political and legislative trends are shifting towards including more services in state-subsidized healthcare, meaning doctors in a variety of fields will be able to see more patients. In fact, there is already bipartisan support in congress to include dental care in Medicare (5).

This is the gist (although, not the shortest gist) of my suggestions through research and findings. I included some links below in case you and AMS are interested in reading a small bit of what I have been researching. I would be happy to supply more research if you would like. I also would be happy to provide other ideas for targets, secondary targets, new markets, etc.

Thanks,

Brad

1 — https://www.usatoday.com/story/news/2018/05/31/virginia-after-5-year-battle-becomes-33rd-state-pass-medicaid-expansion/658785002/

2- https://www.nbc12.com/2018/11/20/virginias-medicaid-expansion-drawing-thousands-more-enrollees-than-initially-projected/

3- https://www.northwell.edu/about/news/publications/four-critical-health-care-trends-2018

4- https://www.forbes.com/sites/reenitadas/2018/11/13/top-8-healthcare-predictions-for-2019/#3e9d1b1e700e

5- https://familiesusa.org/blog/2018/09/congress-shows-support-medically-necessary-dental-care