



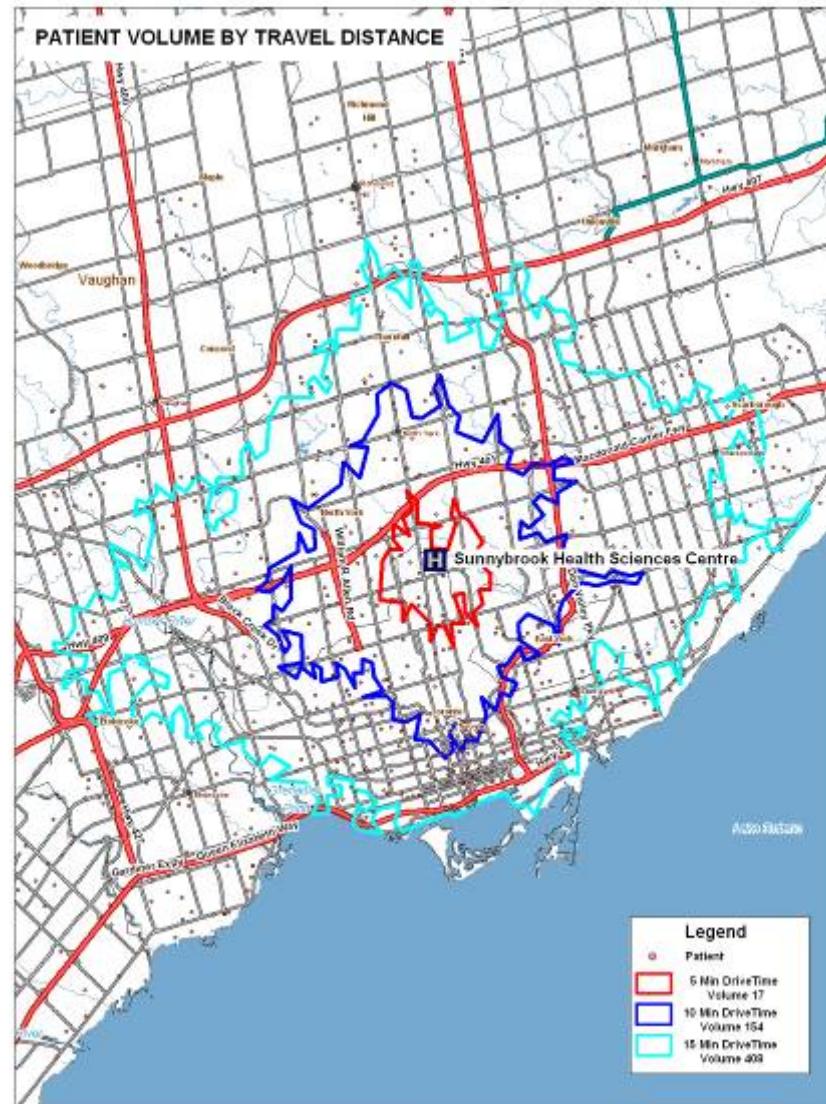
## MAPINFO for Canadian HealthCare

## *What benefits can Canadian Health Care agencies and providers gain from MapInfo's location-intelligent technology?*

- Visualize network of community programs/services by providers (Ministry, LHINs, doctors, specialty clinics, etc. )
- Spatial analysis of health statistics (eg. population health, health services market-share & utilization, and socio-demographic determinants of health)
- Predict public health program delivery effectiveness through demographics
- Identify patient wait times and balancing of services
- Analyse disease, illness and disability by demographic and geographic consideration including forecasting and projections
- Analyse patient referral patterns for health care providers and treatment centres (hospitals, long term care facilities etc.)
- Visualization and analysis of case loads, staffing, and catchment area delineation
- Perform multiple site analysis on treatment centres/facilities across large geographic areas and communities
- Alignment and integration of MI technology and data to existing organizational reporting systems (BI, SQL, Oracle)

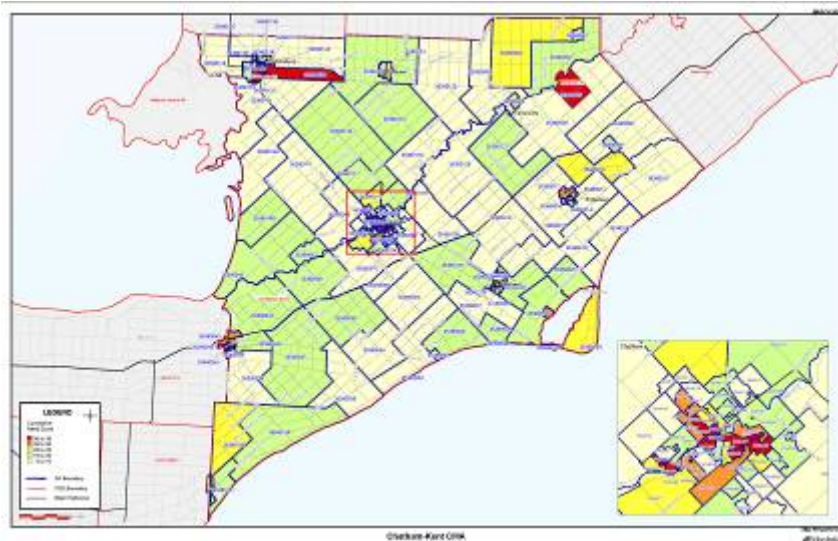
## Patient Profiling

- Define populations for the purpose of population needs-based health care planning and management
- Easier to assess health care needs and allocate resources within serving populations
- Establish patient travel patterns for healthcare



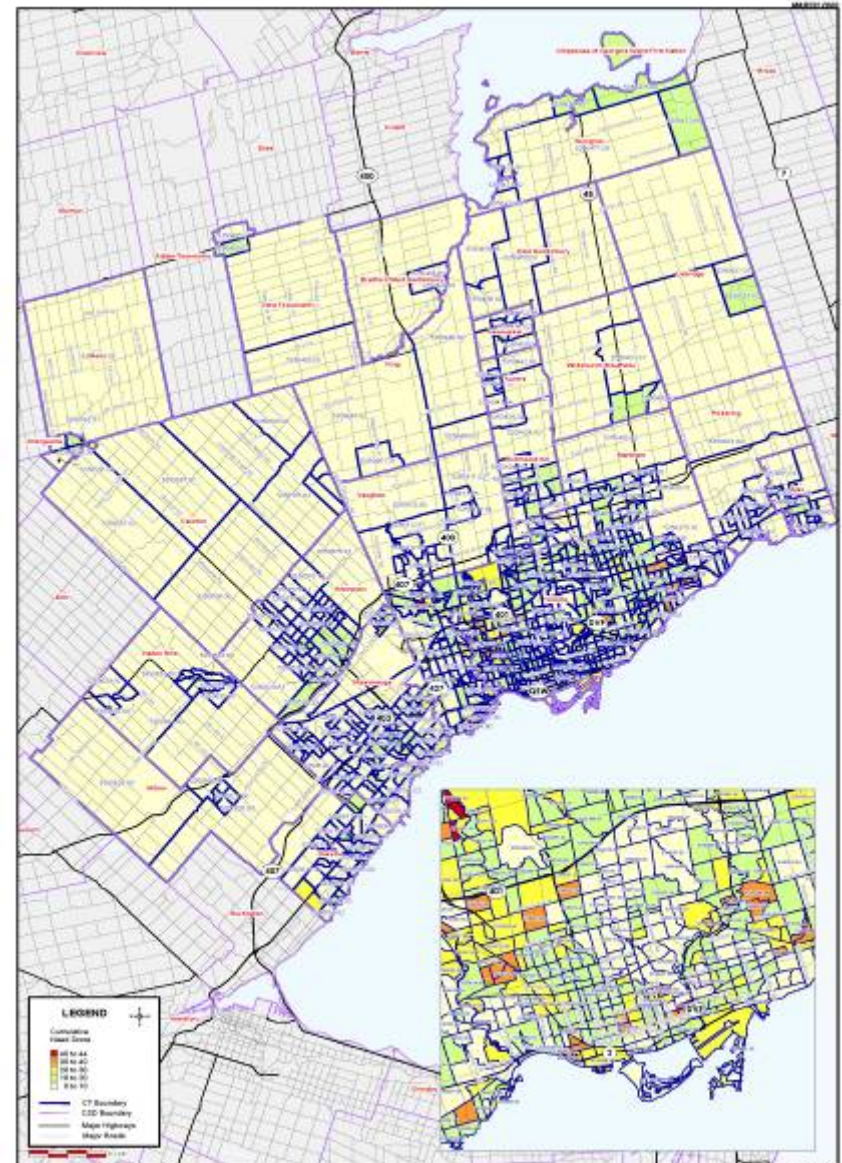
## Community Needs Analysis

- Estimate regional health care need
- Allocate available health care resources based on relative need
- Coordination and integration of services across health care sectors



Overlaid: Karel Cink

MapInfo

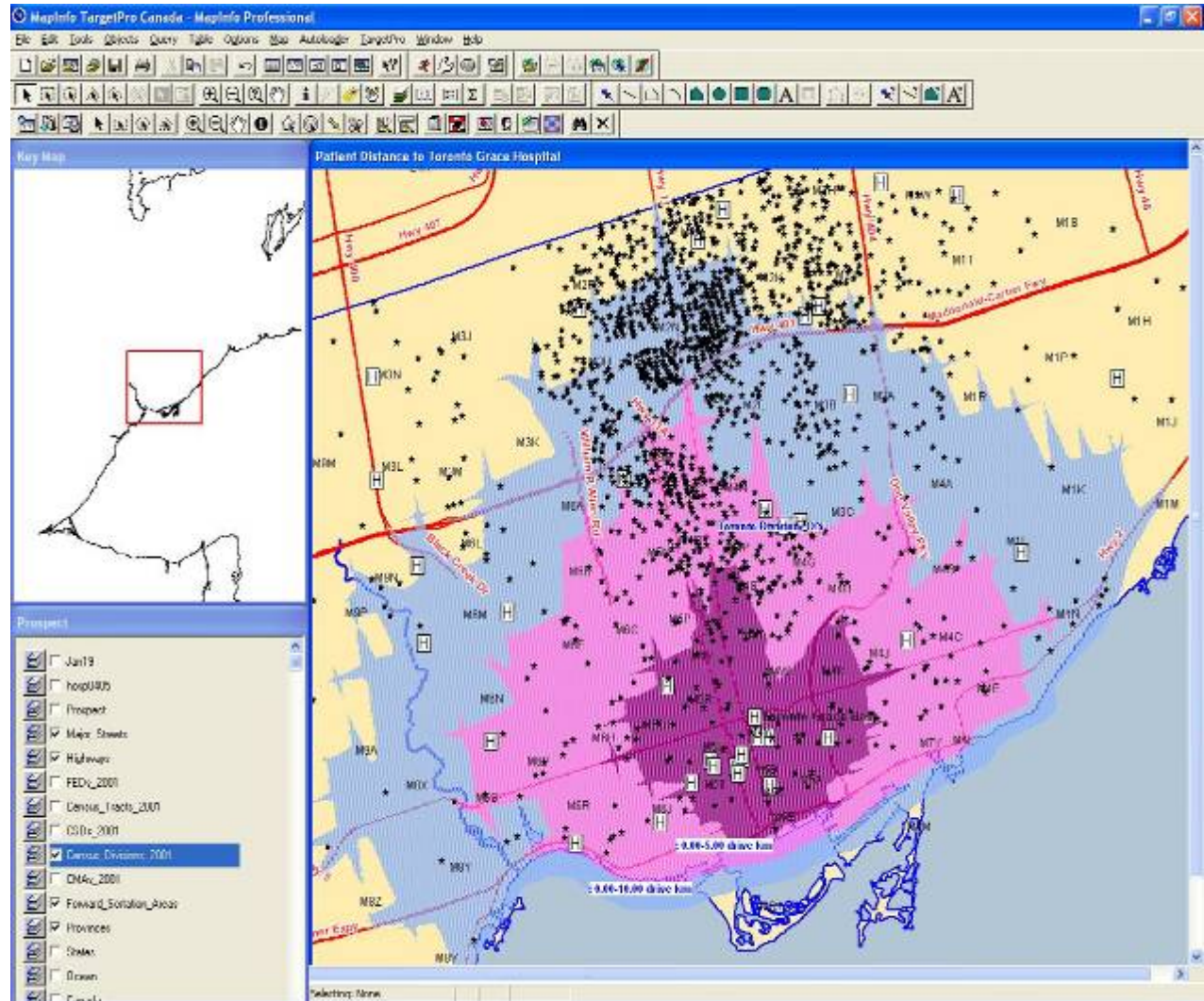


Toronto CMA

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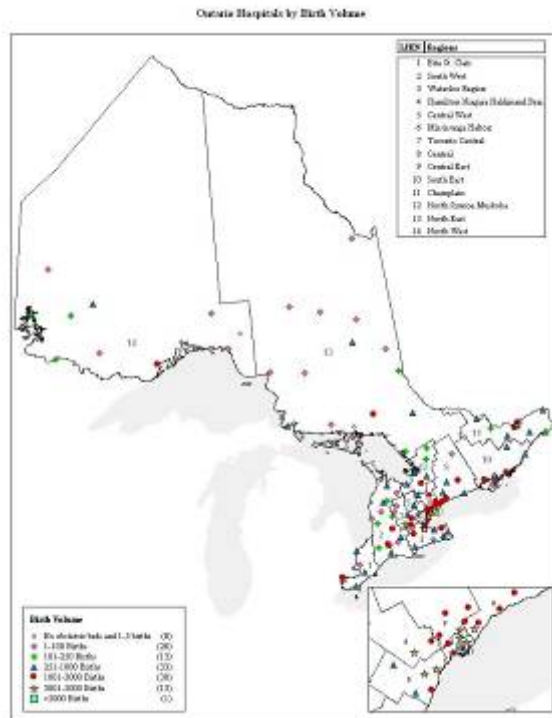
# Health Network & Facility Analysis

- Assess impact of serviceability
- Mapping of patient location with geodemographics
- Analyse travel patterns of residents to hospitals



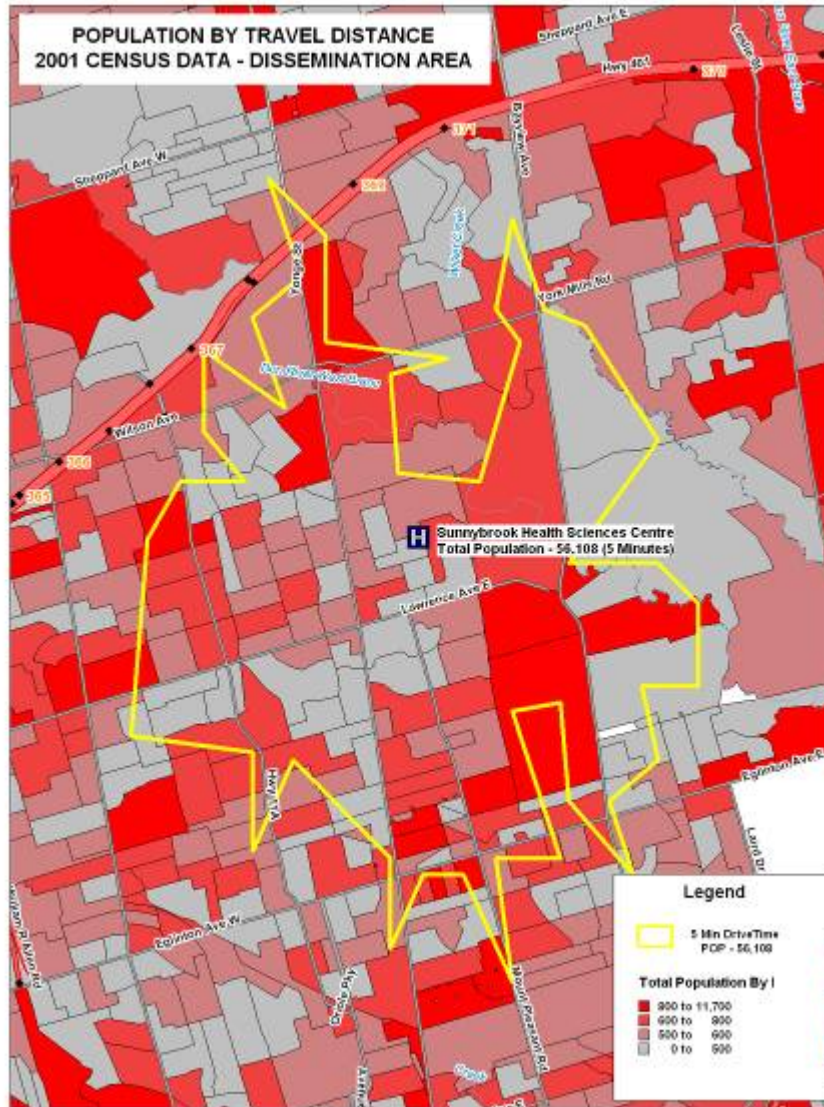
# Program Planning

- Assess health care variations and outcomes between hospitals & related services
- Measure Program delivery effectiveness



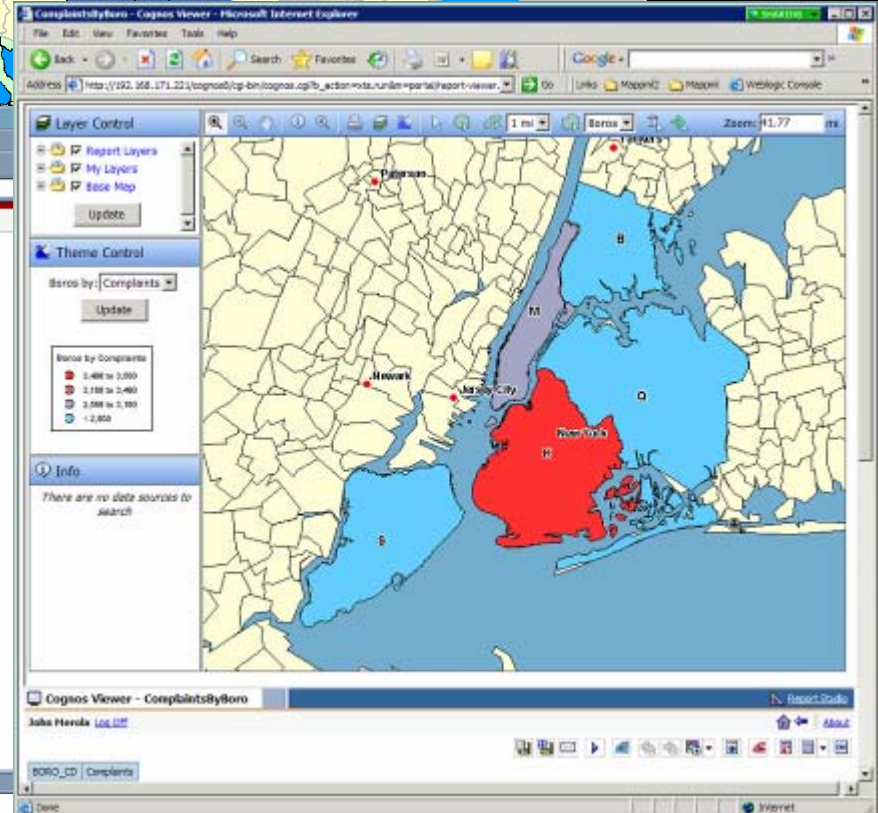
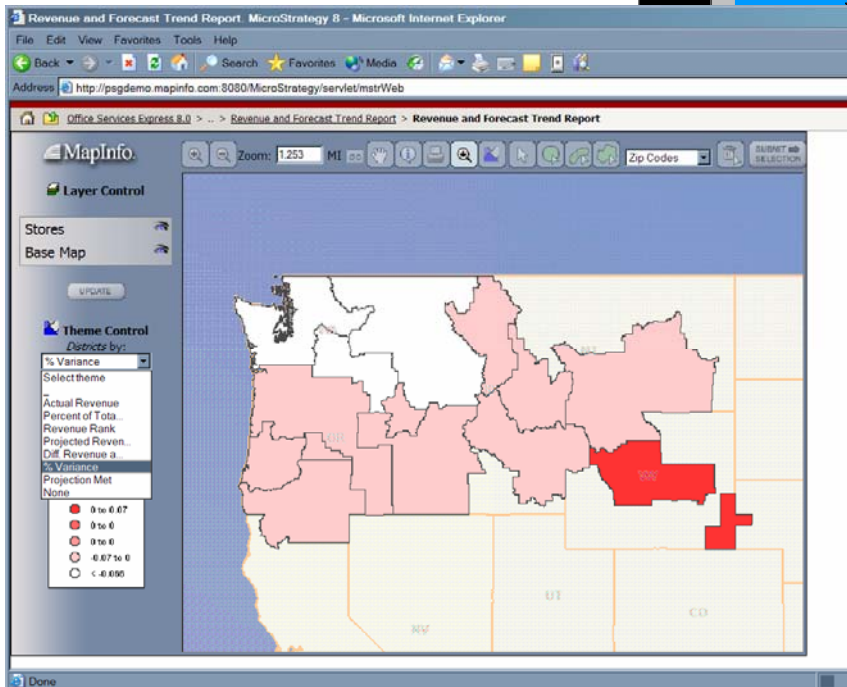
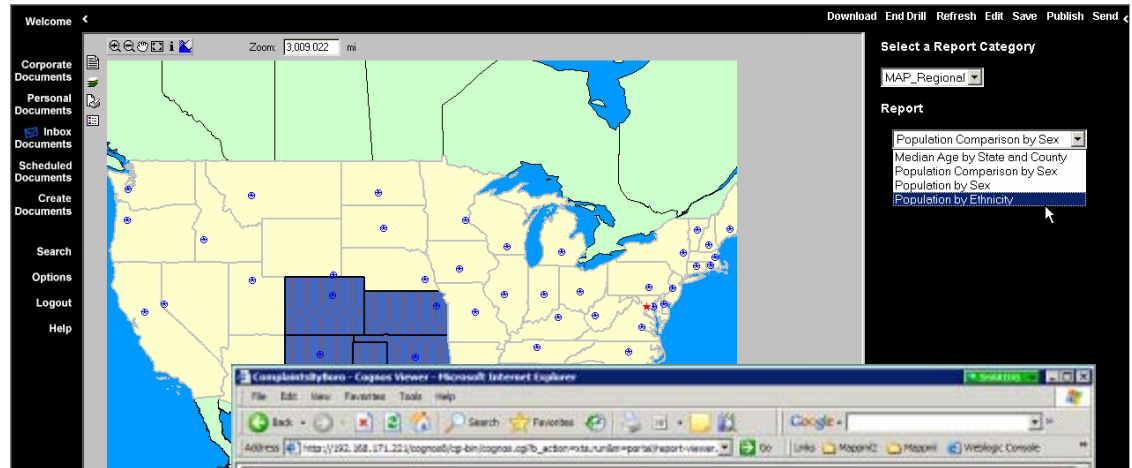
## Statistical Data Analysis & Mapping

- Disease & illness analysis by demographic and geographic consideration - including projections
- Mapping of discharge data with 2006 Estimates and Projections
- Mapping of discharge data with 2001 Census Attributes



# MapInfo Location Intelligence Component

- Integrated solution for Business Objects, Cognos & MicroStrategy
- Bi-directional geographic query, reporting & data visualization



## Applications

- MapInfo's applications feature the MapInfo Professional family of products. The premier location intelligence solution. Our applications allow customers to add location as a dimension to health data to visualize patterns, answer questions, and share results. Applications can be used by an individual, or leveraged across an organization.
- **TargetPro**  
MapInfo TargetPro Canada helps Health organizations fully understand their communities, align services and programs to determine current needs & future potential.
- **Exponare**  
Exponare is a configurable, cost-effective suite of server-based applications that allows Health organizations to easily share information internally and with partnering provincial/federal governments, regional health authorities, hospitals, researchers and associations representing health care professionals.

## MapInfo Data Solutions

- **PSYTE Canada Advantage** - PSYTE is a unique combination of MapInfo's location-enhanced demographics, lifestyle and consumer data, geodemographic disciplines and clustering techniques that result in the industry's most accurate snapshot of Canadian neighborhoods.
- **Estimates & Projections Canada, 2006 Edition** - The most up-to-date, accurate and statistically reliable demographics on the market.
- **2001 Canadian Census** - A comprehensive demographic picture of the Canadian census landscape.
- **MapInfo Canadian 6-Digit Postal Code File** - Featuring the single "most representative point" for every Canadian postal code.
- **MapMarker Plus Canada** - MapMarker is the powerful, cost-effective address cleaning and geocoding solution - and first step toward mapping your data for analysis.



## LOCATION INTELLIGENCE VALUE TO CUSTOMERS

### More effective and efficient organizational processes and analysis

- Aligned with your organizational processes (applications integrated into your decision making process)
- Better decision making with location dimension
- Location enabled versus location centric

### Greater alignment between asset utilization and customer needs

- Analyze data from multiple sources and manage it across multiple platforms
- Make sense of more complex information – in context – then render that intelligence in clear, compelling visual presentations
- Share your findings throughout and across agencies and jurisdictions, and with your constituents

**MapInfo is the expert at how best to use location capabilities to address government needs**



## MAPINFO CORPORATION

- Leading global provider of location intelligence solutions
  - 900 employees worldwide
  - 24 offices worldwide
- Innovative solutions that help customers use location intelligence to enhance performance and decisions in many ways - asset and risk management, network planning, site selection, targeting markets and service delivery, to name a few.
- More than 7,000 global organizations in an array of industries:
  - Public sector
  - Retail
  - Telecommunications
  - Financial services
- Strong revenue and profit growth



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