An Unprecedented View of Market Dynamics to Strengthen Strategy and Growth

The Business Development Package with DataSync provides health systems with a unified, accurate view of both internal and external market dynamics. By harmonizing Kythera's multi-source external healthcare data with internal system data, the package presents clear visibility into referral flows, patient leakage and keepage, physician activity, market demand, and demographic trends. Delivered through Wayfinder WorkBoard, it organizes complex data into accessible visualizations, enabling strategy teams to work with greater clarity and confidence.

What a Unified View of Your Market and Patients Makes Possible

- Creates a complete view of market and patient activity by harmonizing internal and external data.
- Improves visibility into referral flows, leakage, keepage, physician activity, and network performance.
- Anticipates future demand with forecasts by service line and geographic market.
- Monitors competitive activity and utilization trends.
- Highlights service line and geographic growth opportunities.

Proven Impact in Health Systems

Recent implementations improved patient coverage from ~75% to over 90%, increased identified leakage encounters by 20%+, and reduced leakage rates by 11–35%—strengthening data confidence, referral alignment, and growth planning.

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Features & Benefits

Unified Internal + External Data Integration (DataSync)	>	Removes blind spots in patient journeys and market activity for a more complete view of the market.
Patient Mastering	>	Consolidates records, resolves duplicates, and aligns identifiers to preserve full patient journeys, ensuring accuracy, reliability, and confidence in downstream analysis.
Patient Events Visualization	>	Tracks surgical and diagnostic encounters, including leakage, keepage, and referral flows, to support service line planning and care pathway alignment.
Demand Forecasting Visualization	>	Projects future demand by service line and geographic market to guide planning for ASCs, JVs, and service line investments.
Governance-Ready Integration	>	Securely links and de-identifies data to ensure accuracy, compliance, and traceability.

Why This Combination Delivers More Value

The Business Development Package with DataSync brings together enriched market intelligence, customer data, and intuitive visualizations in one solution. By delivering a unified market view that is easy to access and apply, strategy teams gain sharper insights into referral patterns, market shifts, and service line opportunities, improving confidence, planning accuracy, and competitive positioning.

Schedule a Demo

See how an unprecedented market view can improve keepage, reduce leakage, strengthen referral alignment, and guide smarter growth strategies. Contact us to schedule a tailored demo.

Kythera Labs is a data and technology company that enables organizations to rapidly ingest, de-identify, standardize, and analyze healthcare data with scale and speed using the Wayfinder technology platform, pre-configured data pipelines, data science toolkits, and remastered data sets for competitive advantages across markets.

KYTHERA™
DECIPHERING HEALTHCARE

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