

bowery health

Referral Analysis

North Texas Dermatology Specialists

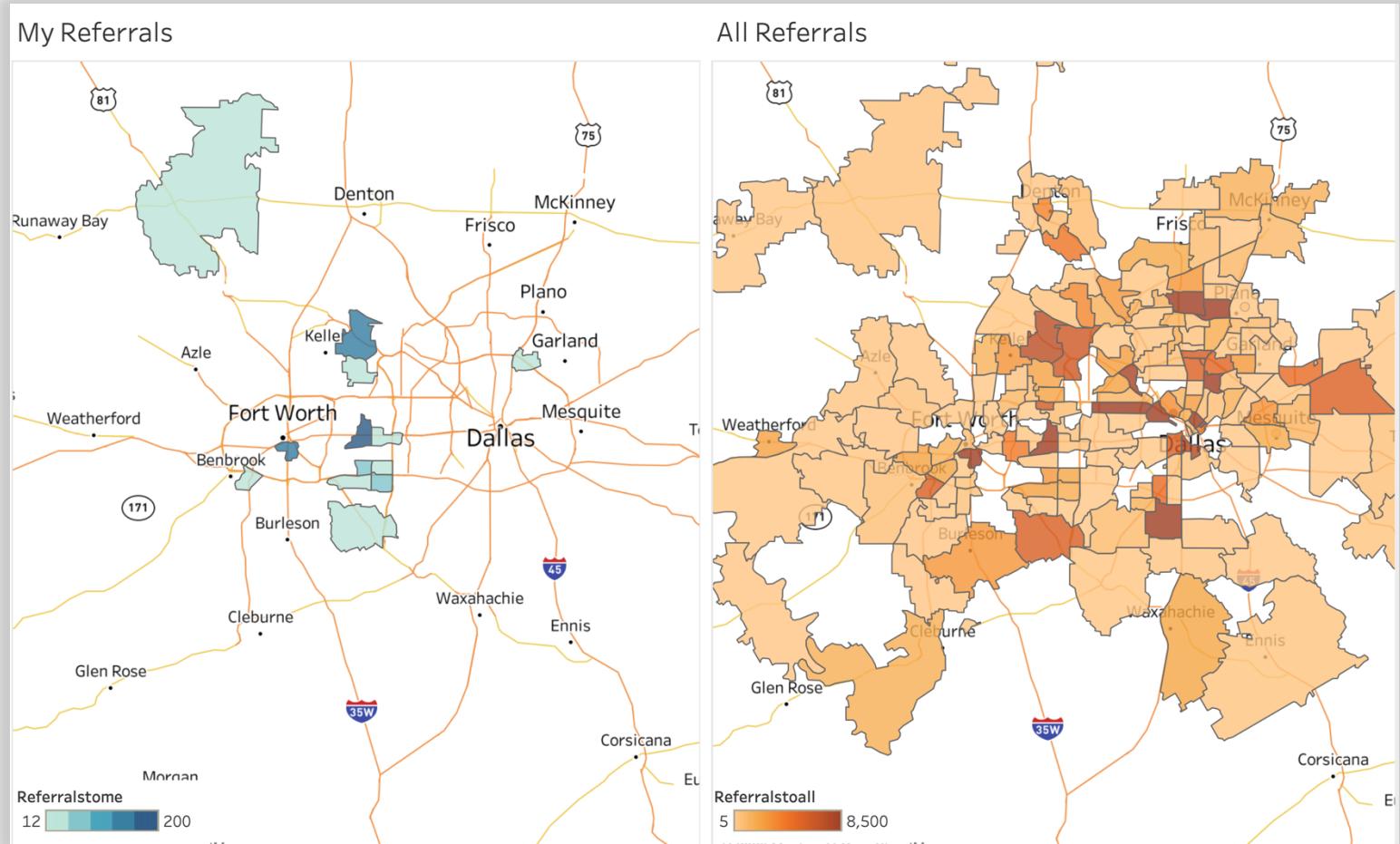


October 25th, 2021

Referrals Overview

This page compares Medicare referrals received by your practice compared to the broader community of dermatologists. Location is based on the location in which the referral originated.

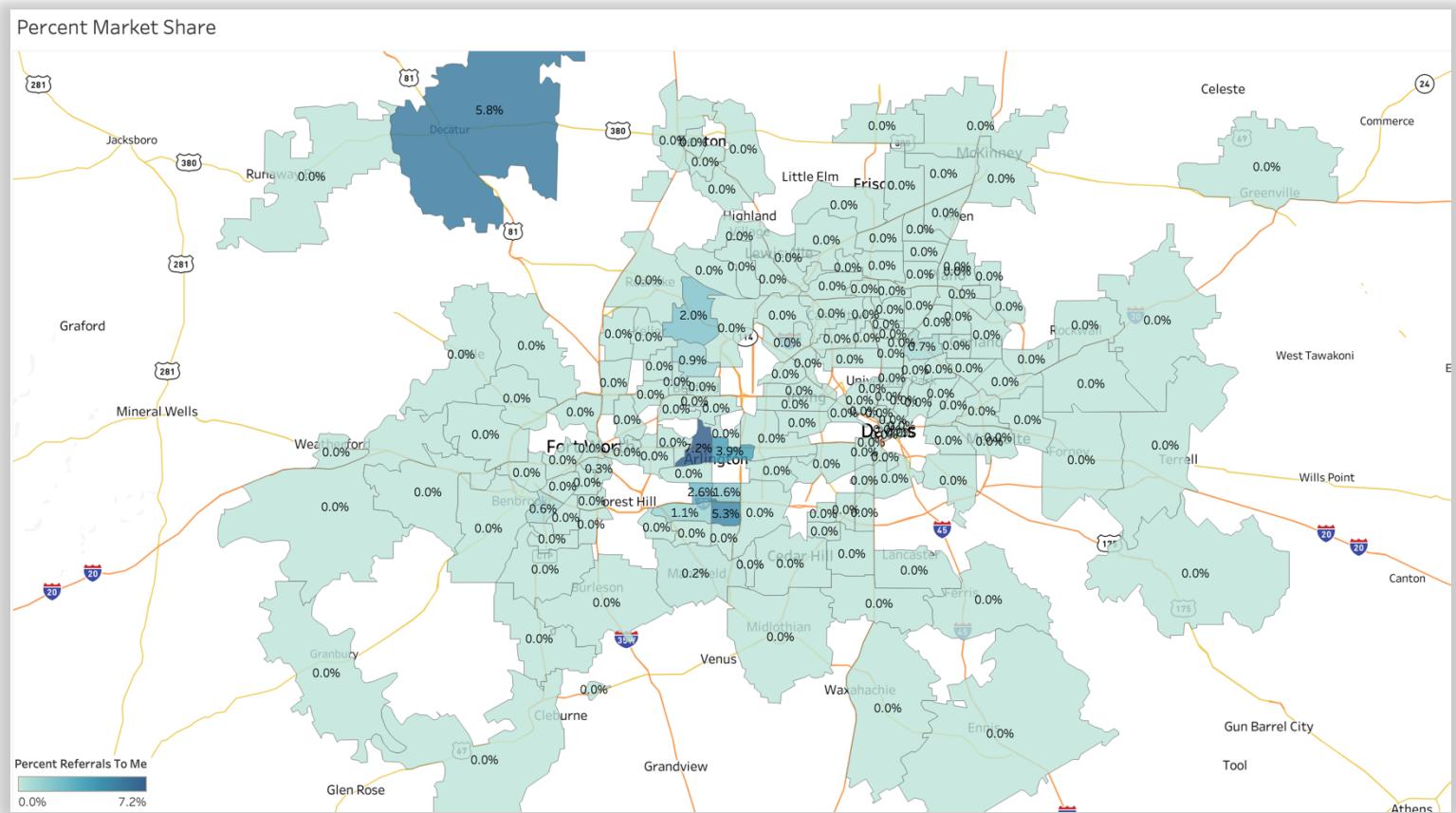
We are pleased to report that your practice currently captures patients from 3 out of 13 of the largest volume zip codes in the local area. Additional opportunity exists east of the current footprint, around the zip codes surrounding the city of Dallas and Plano.



Market Share by Zip Code

This page calculates the percentage of Medicare referrals received by your practice compared to other dermatologists within the respective zip code. Location is based on the location in which the referral originated.

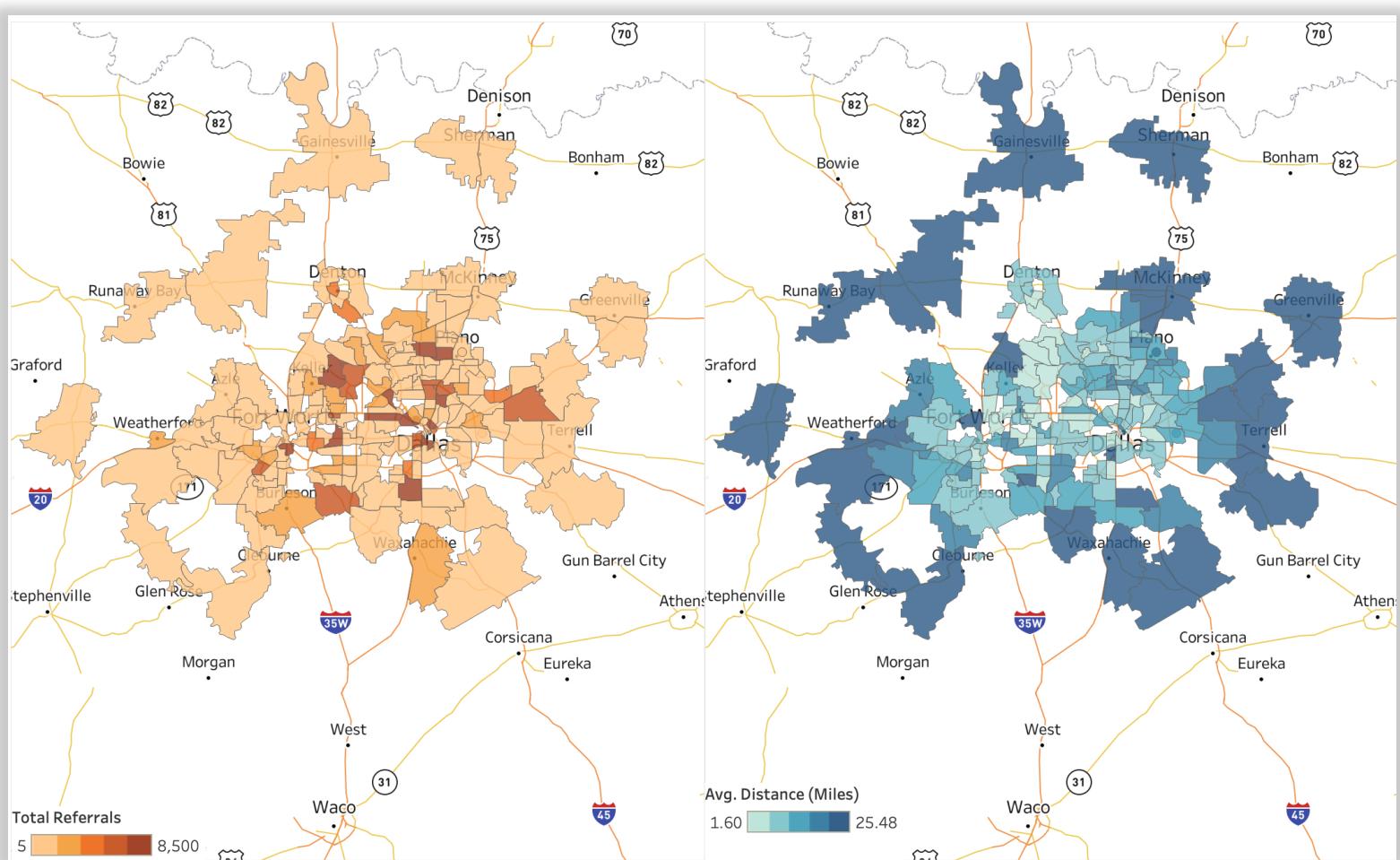
Market share for your practice is the highest around the city of Arlington, the highest being at 7.2% within the zip code 76012.



Growth Opportunities

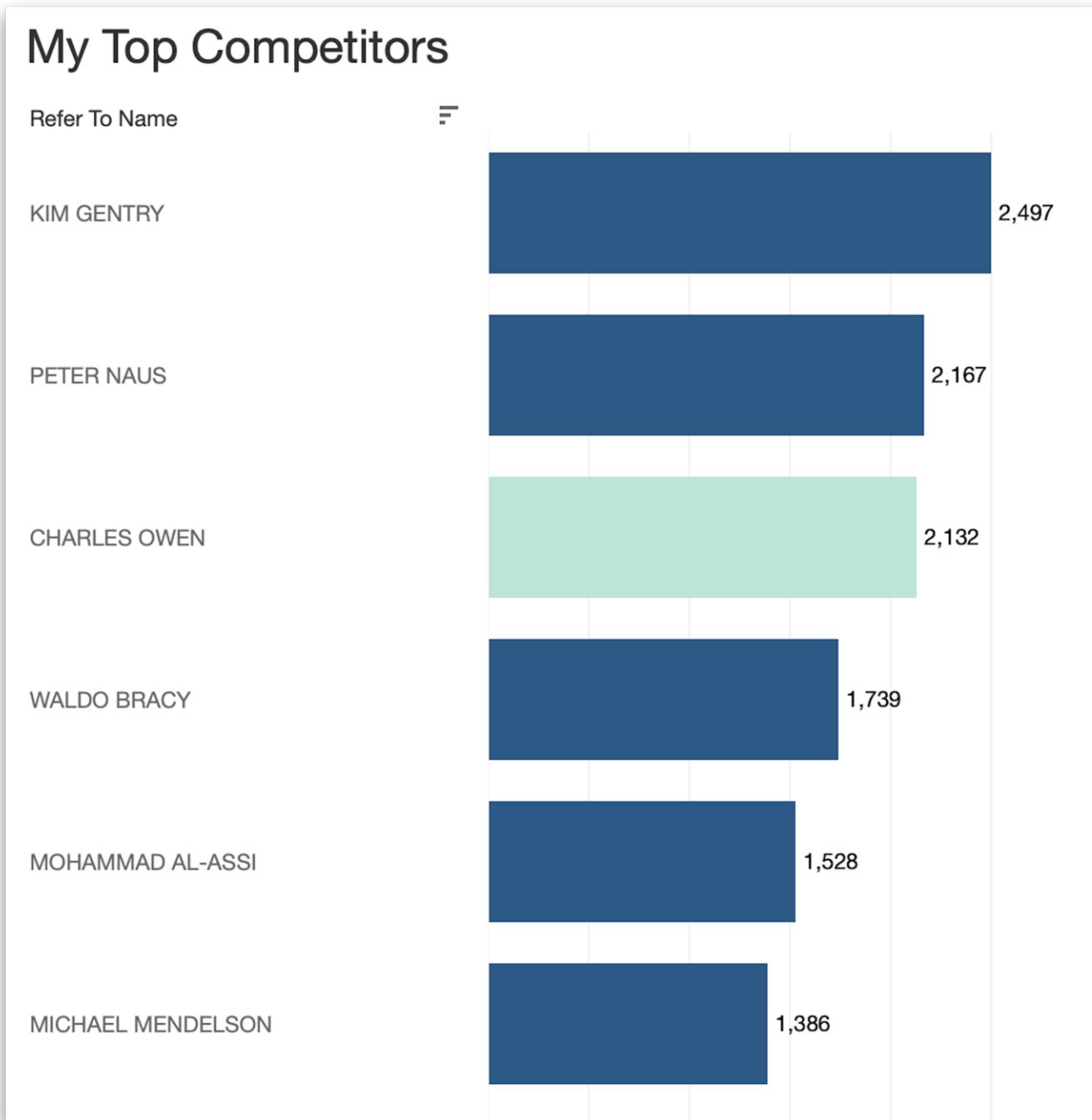
This page compares Medicare referrals received by the broader community of dermatologists to the average distance traveled by patients to see a dermatologist. Areas with a high volume of dermatology referrals coupled with a long average travel distance may present an opportunity for location expansion.

Of particular note are the zip codes around the city of Plano and northern part of Dallas, as these areas represent a significant area of dermatology referrals, along with a high average distance of travel.



My Top Competitors

This page compares Medicare referrals received by the broader community of dermatologists to compared to physicians of your practice. Physicians of your practice are represented in the light blue color.

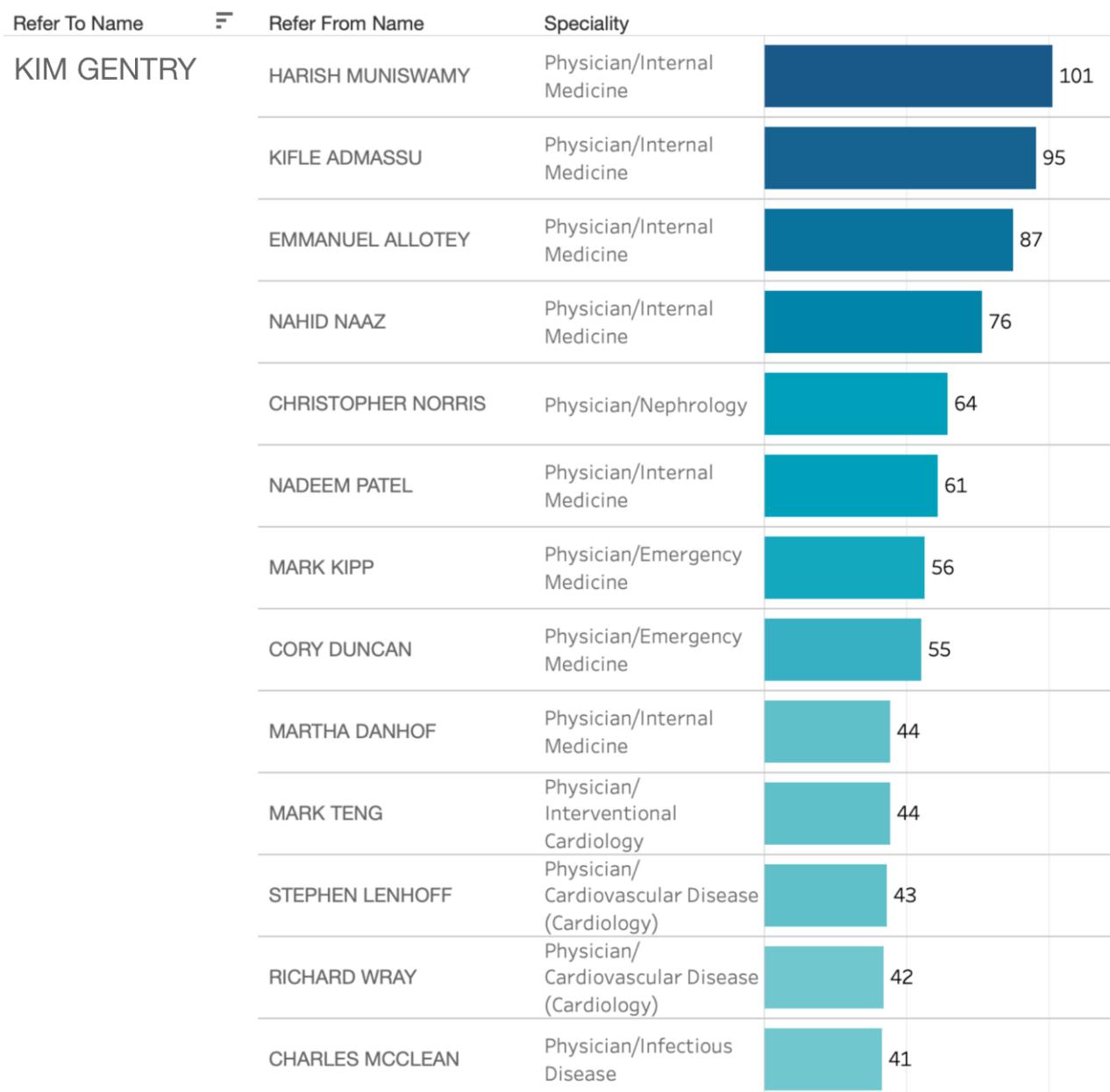


Competitor Drilldown

Dr. Kim Gentry

This page looks into the Medicare referrals received by Dr. Kim Gentry, broken down by the physicians that refer to them the most.

Competitor Drill Down



Appendix

Limitations

All data is derived from Medicare referral data from 2018 and furthermore provides a representation, not a true picture of all referral patterns between physicians.