



DataGen Market Analytics (DMA) FAQ: **Eight insights to drive ASC and hospital growth**



DataGen
Market Analytics™

1. What is DataGen Market Analytics (DMA) and what does it do?

DataGen Market Analytics (DMA) is a web-based, subscription healthcare planning and marketing tool. Its primary purpose is to help healthcare facilities, particularly smaller Article 28 facilities in New York, analyze community and healthcare information to plan, market and manage care delivery. DMA transforms complex state datasets into intuitive dashboards to guide strategic growth initiatives with confidence.

2. What is SPARCS, and what role does it play in the DMA tool?

Data submission to the Statewide Planning and Research Cooperative System is a requirement for Article 28 facilities in New York state. SPARCS collects details on patient characteristics, diagnoses, treatments and services for each hospital inpatient stay and outpatient (ambulatory surgery, emergency department and outpatient services) visits.

The DMA tool is powered by SPARCS data; DataGen®, Inc. receives quarterly “snapshots” of these data sets and presents the data to users through dashboards and downloadable reports. This allows facilities to turn SPARCS data into strategic decisions regarding market share, competitive positioning and patient demand.

3. How can SPARCS data help NYS ASCs face competition in their markets?

With many surgical advances in recent years, high-acuity surgeries can be performed in many settings: hospitals, ASCs and medical offices. Data analysis helps ASCs benchmark performance and demonstrate value to payers, and they can analyze service utilization trends to focus on higher-acuity procedures that are less suitable in other settings.

4. How does analyzing procedure volume and payer mix contribute to a healthcare facility’s strategic planning?

Analyzing procedure volume helps a facility understand which services are growing or declining in the market and where they are being performed (ASC or hospital). Reviewing the payer mix — the breakdown of Medicare, Medicaid, private insurance and self-pay patients for those procedures — helps plan for current and future investments in staff, equipment and physical plants.

5. How does a tool like DMA help facilities understand patient outmigration?

Patient outmigration refers to the pattern of patients leaving their local service area to receive healthcare elsewhere. DMA provides insight into this by enabling users to analyze service area in/out-migration patterns, helping facilities track where patients are going for care and potentially understand why, which is crucial for uncovering competitive blind spots and developing retention strategies.

6. What is a Certificate of Need (CON) application and how does market data strengthen it?

A Certificate of Need (CON) is a formal application required in New York state for initiatives like building a new facility or significant equipment purchases. Verifiable market data, such as data derived from SPARCS, are crucial for strengthening a CON application. These data provide objective evidence of market demand and demonstrate that the proposed project aligns with documented market trends, moving the planning process from guesswork to being “Certificate of Need-ready.”

7. Beyond external market analysis, how can SPARCS data be used to improve internal operations?

Internally, SPARCS data help enhance resource allocation by enabling administrators to manage staffing, equipment purchasing and operating room schedules based on surgical volume patterns.

8. What are the three key benefits of DMA?

Three benefits of the DMA service are the inclusion of unlimited technical support and multiple training options with access to detailed SPARCS data. The service also provides unlimited analysis assistance for beginners and small facilities. Additionally, it features dashboards, reports and Excel export capabilities for flexible analysis and reporting.



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