

The market intelligence your team needs — without another system to buy

Health systems are being told to simplify their technology, not add to it. Catchment gives strategy and real-estate leaders the intelligence they need — as a layer, not another system.

01 The decisions you own

If you lead strategy, growth, or real estate for a health system, your questions are concrete. Where should we grow, and how many sites can a market actually support? Which service lines are underserved, and where is demand shifting? How are provider supply and referral patterns changing — and where are we leaking volume? Every one of these is a market-intelligence question, and each depends on current, granular data about demand, provider supply, utilization, and payer mix — at the resolution of a neighborhood, not a region.

02 The obstacle: your technology leaders are simplifying, not adding

The usual way to get that intelligence — buy another platform — now runs straight into a mandate moving the other way. In a July 2026 interview with Healthcare IT News, Patrice Bordron, chief digital information officer of Community Health Systems, put it plainly: *“Healthcare’s challenge is no longer digitization — it is simplification.”*

Technology leaders are working to reduce application sprawl, not expand it: fewer isolated systems, fewer interfaces and credentials, a smaller cyberattack surface, less governance overhead. Bordron’s guidance to executives is explicit — stop answering every new need by buying another application, and adopt only tools that connect to the existing environment and come through a core platform or partner. That is the bar any new capability your team wants must now clear.

03 The capability — delivered the way your CIO wants it

Catchment resolves that tension. It gives your team the market intelligence it needs, and it clears the simplification bar — because it is not another system to buy.

WHAT YOUR TEAM GETS

- **Site scoring** — how a location rates against demand, provider supply, and payer mix
- **Market comparison** — how candidate markets and service lines stack up against one another
- **Demand, provider-supply, and leakage analysis** — at census-block resolution
- **Decision-ready memos** — generated inside the AI workspace your team already uses

WHY YOUR TECHNOLOGY LEADERS SIGN OFF

The concern Bordron raises	How Catchment answers it
Don’t add another isolated, expensive-to-maintain system	Catchment is not a new application — it is a data-and-domain layer delivered through the AI tools the system already uses; nothing new to license, host, or maintain
Application sprawl: more licensing, interfaces, training	No new interface to integrate and nothing to train staff on; it answers in natural language inside tools they already know
A wider cyberattack surface — new systems, credentials, data connections	No new credentials and no PHI data connections. Identity, access, audit, and usage monitoring run on Natoma — a managed, enterprise-grade MCP platform Catchment configures rather than builds — so the security layer is hardened infrastructure, not startup code, and it sits outside the clinical data estate

The concern Bordron raises	How Catchment answers it
The data-governance and usable-data burden	The data is de-identified, aggregated, and AI-ready by construction, and sits outside HIPAA scope — so it adds nothing to the governance and security load
Capability should come through a core platform or partner	Catchment is exactly that — a partner capability delivered on the AI platform the system already runs, not a standalone point solution
Interoperability, through standards	Delivered through MCP, an open connection standard — interoperable by design, not another proprietary silo

04 The point

THE POINT

The intelligence your team needs, delivered the way your CIO wants everything delivered — as a layer, not another system to simplify away later.

No new platform to license or host, no integration project, no new credentials or PHI connections, and nothing for staff to learn. It rides the AI workspace your organization already runs, through an open connection standard, on data that is de-identified and governed before it is ever used. And the security layer beneath it — identity, access, audit, usage monitoring — runs on Natoma, an enterprise-grade MCP platform Catchment configures rather than builds: the same discipline your CIO applies to the core stack, applied here too. Your team gets the capability; your technology leaders get one less system to worry about.

05 One point of precision

Catchment is market and provider-strategy intelligence — built for exactly the growth, network, and real-estate decisions above. It is not clinical AI, and it does not touch the EHR or patient records, which is precisely why it adds nothing to the clinical stack your technology leaders are working to simplify. It gives your team a capability it needs, through infrastructure the organization already owns.

Quotation and argument attributed to Patrice Bordron, chief digital information officer, Community Health Systems, as reported by Healthcare IT News (July 15, 2026). A positioning paper for discussion.