

Target Markets

Prioritization Guide for FitPeo RPM & CCM

Where Health Meets Care

Prioritized by:

Speed to Close	How quickly a practice can be signed and onboarded
Ease of Implementation	Minimal friction with EMR, staff, and workflows
Revenue per Provider	Medicare patient volume and chronic condition density
Scalability	What your reps can realistically execute in the field

10 target market segments ranked and profiled — use this guide to prioritize your prospecting activity and qualify practices fast.

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Top 5 Priority Markets — Start Here

1 Internal Medicine

- Highest chronic disease concentration
- Fastest RPM + CCM adoption
- Strong Medicare mix

2 Cardiology

- Clear RPM use case (BP, CHF, weight)
- High patient compliance
- Easy clinical story

3 Family Medicine

- Massive volume
- Long-term patient relationships
- Broad eligibility

4 Skilled Nursing Facilities (SNFs)

- High patient density — 50–150+ patients fast
- Chronic population
- Rapid enrollment potential

5 Nephrology

- High-risk patients
- Frequent monitoring needs
- Strong reimbursement

Secondary Markets — Strong Opportunity

6	Endocrinology		
	• Diabetes = perfect RPM fit	• Strong CCM overlap	• Good patient compliance
7	Pulmonology		
	• COPD & respiratory monitoring	• Reduces hospitalizations	• Clear device use case
8	Nursing Homes (Long-Term Care Facilities)		
	• Similar patient density to SNFs	• Slightly more operational friction	• Still strong volume
9	Geriatrics		
	• 100% Medicare population	• Multiple chronic conditions	• High CCM eligibility
10	Pain Management		
	• Chronic patient base	• Frequent touchpoints	• Underutilized care management codes

Quick Reference — Priority Ranking at a Glance

#	Specialty	Tier	Key Reason
1	Internal Medicine	Top Priority	Highest chronic density + Medicare mix
2	Cardiology	Top Priority	Clear device story, strong compliance
3	Family Medicine	Top Priority	Volume play, broad eligibility
4	SNFs	Top Priority	Fast density, managed population
5	Nephrology	Top Priority	High-risk, high reimbursement
6	Endocrinology	Strong	Diabetes RPM fit, CCM overlap
7	Pulmonology	Strong	COPD monitoring, hospitalization reduction
8	Nursing Homes (LTC)	Strong	Volume similar to SNF, more friction
9	Geriatrics	Strong	100% Medicare, multi-chronic
10	Pain Management	Strong	Chronic base, underutilized codes