

Five techniques to claim healthcare market share in an increasingly competitive environment

1

USE MARKET DATA AND CURRENT CAPACITY ANALYSES TO IDENTIFY AND JUSTIFY FUTURE NEEDS.

Look for data-driven, unique differentiators in your market that are high growth or under-served. Use these opportunities to support market-based future services and business development.

2

UNDERSTAND YOUR TRUE COSTS PER PATIENT DAY OR ENCOUNTER TO ASSIST COST REDUCTION EFFORTS.

This is vital in the industry's movement towards value-based care and an interim step to negotiating better payor contracts.

3

LOOK FOR WAYS TO BALANCE MISSION-BASED SERVICES WITH PROFITABLE SERVICE LINES.

A balanced portfolio of markets, constituents, and service offerings delivers access, equity, and financial performance.

4

IDENTIFY AND EXECUTE A "SECOND ENGINE" FOR LONG-TERM FINANCIAL VIABILITY.

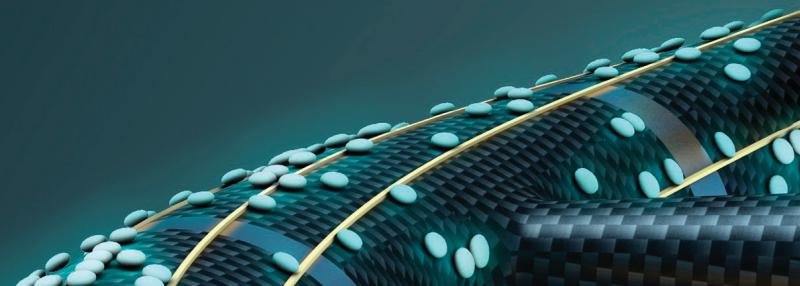
Traditional health systems must find better methods to reduce costs and improve the patient experience. They must create additional sources of revenue that fall outside historical operations. It is time to play offense.

5

PARTNER WITH NON-TRADITIONAL PROVIDERS ALONG THE CARE CONTINUUM.

Health systems have developed business models that require them to be everything to everyone 24/7. This requires significant capital and infrastructure in an economy that is highly segregated and individualized based on value.

Creating a partnership model to service patients along their individual care journey allows for cost reduction, specialization of care, and better value. A partnership model lets health systems compete more effectively and win!





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