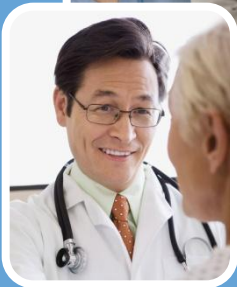


Growing Market Share

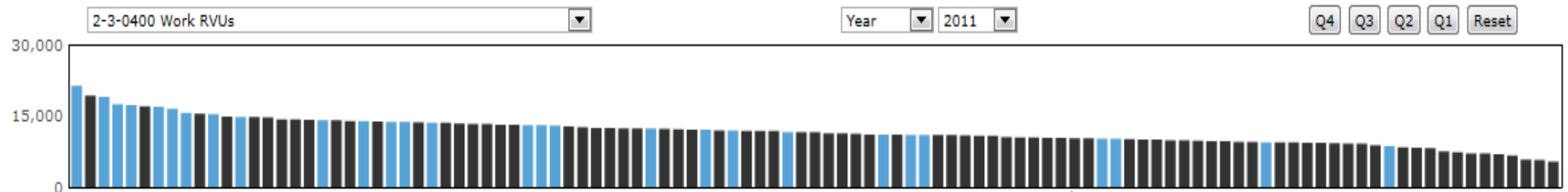
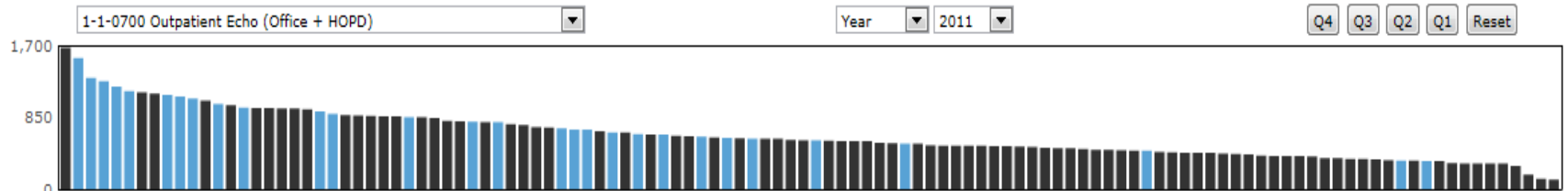
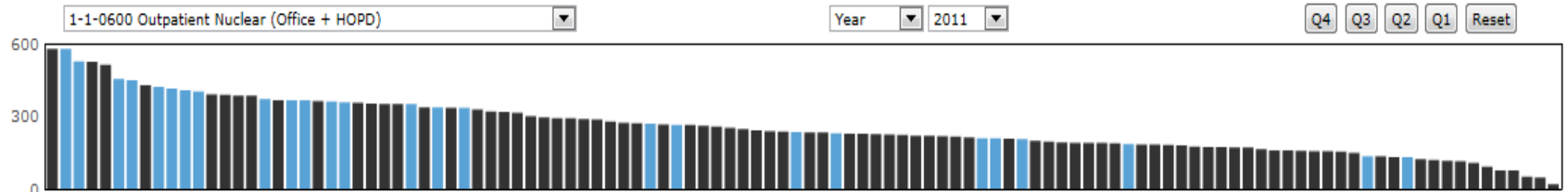
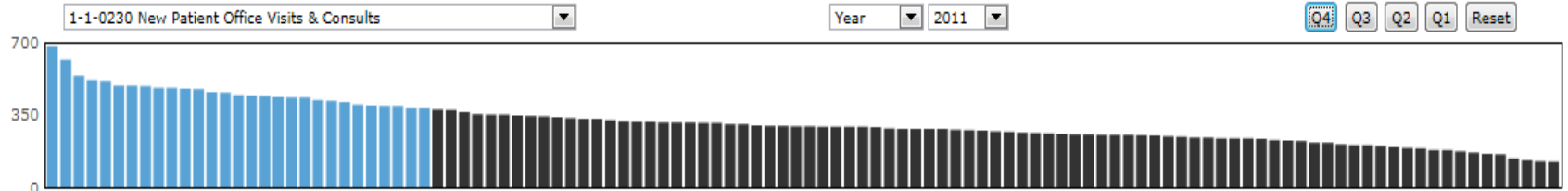
Patrick J. White, MPH
October 27, 2012



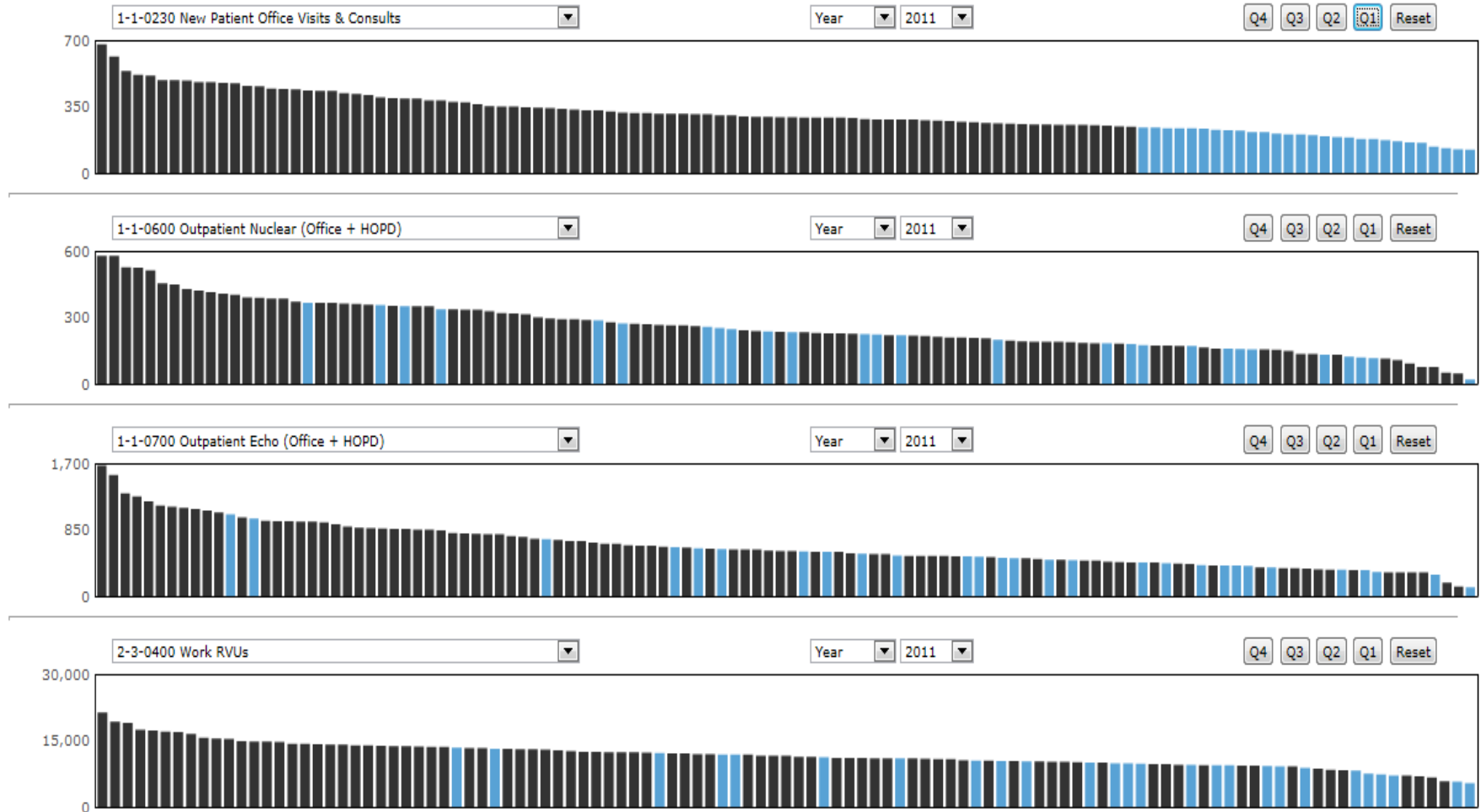
The Importance of Market Share

- **Fixed Costs are Optimized as Market Share Increases**
- **Leverage is Increased**
- **Increasing Market Share is What Feeds the Machine**

The Importance of Market Share



The Importance of Market Share



Marketing

- **Improving the Group's Image**
 - Focus on Value

$$\text{Value} = \frac{\text{Quality}}{\text{Cost}}$$

Marketing

- **Improving the Group's Image**
 - Quality
 - Outcomes (HF Re-ad, Surg. Comp. Rate)
 - Top 100 Hospital
 - PQRS, eRx, MU, VBP
 - Door To Balloon
 - Adherence to AUC
 - Internal Peer Review
 - Private Insurance Designations
 - Compliance Plan

Marketing

- **Improving the Group's Image**
 - Cost
 - Cost per Case
 - Cost per Episode of Care
 - Cost per DRG
 - Private Insurance Designations

Direct Marketing

- **To Patients and Referring Physicians**
 - Brochures, Advertising
 - Open Houses
 - Health Fairs
 - Lectures
 - Screening
 - Hunting Season
 - Snow Shoveling Season

Efficient and Effective Appointment Scheduling

- **Booking Procedure – Does it work?**
- **Waiting List?**
- **Evenings/Saturdays**
- **Same Day Dx Test with Visit**
- **Physician Cancellation Policy**
- **No Shows/Cancellations**

Referring Physician Communication

- **Phone Calls**
 - After admission, procedure, referral
- **Letters/Reports**
 - Concise: Clinical Note, Impressions, Tx Plan
 - Method of Delivery
- **Key Staff Other Than Physician**
- **Referring Physician Satisfaction Survey**
- **Referring Physician Liaison**

Referring Physician Communication

- **Other Physicians**
 - Hospitalists
 - ER
 - Surgeons

What Drives Market Share?

- **The Three A's:**
 - Ability
 - Affability
 - Accessibility

Thanks!

Questions?