

Deciphering the Rubik's Cube: Developing a System-Wide Approach to Service Line Planning

Webinar #082714-NE

DATE AND TIME

August 27, 2014

10:00 a.m. - 11:30 a.m. CT

OVERVIEW

As technology continued to improve, hospitals have an ever increasing amount of data available to them, including internal financial information, market share data, and hospital discharge data. Integrating all of this information can be daunting. However, health care systems can and must better utilize the data in a systemic approach to better pursue unique service line growth opportunities and facilitate differentiation within the competitive market.

As a six hospital health care system, it became necessary for Emory Healthcare to develop and implement a system-wide service line strategy to better leverage economics of scale, identify opportunities for standardization, and develop new care models. Volume, average daily census, financial statistics, market share, and market potential were all utilized to develop a color-coded data cube to analyze and rank the performance of each service line and sub-service line provided by Emory Healthcare across all hospitals. Additional, other graphics were created to provide additional methods of displaying service line performance. Indices were created to tier the hospital performance by category for each sub-specialty in every service line. Conducting such fact-based analyses allow health care entities to standardize planning across the system as a whole, thus improving efficiency as all services provided at each facility are assessed utilizing the same methodology.

While comprehensive service line planning is necessary to improve efficiency and quality of care, it is also important when planning for facilities expansion and construction. Identifying the profitability, growth potential, and volume of specific service lines is an integral part of building new facilities.

TARGET AUDIENCE

Strategic planning departments, decision support staff, data analysts of both hospitals/health systems and rural/small health care organizations.

OBJECTIVES

- Learn how to take a coordinated and objective approach to system-wide service line planning utilizing multiple data sources currently available to hospitals and health care systems.
- Learn how one health care system applies comprehensive and data-driven service line analysis to improve service line and facilities planning.

FACULTY

Whitney Robinson, MPH, Manager

Woodruff Health Sciences Center – Emory University

Whitney Robinson is a manager for the Woodruff Health Sciences Center at Emory University. Her previous work experience includes Triage Consulting Group and an operations intern position with The Emory Clinic. She received an MPH from Emory University.

Rory Gagan, MPH, Senior Decision Support Analyst

Woodruff Health Sciences Center – Emory University

Rory Gagan is a senior decision support analyst for the Woodruff Health Sciences Center at Emory University. Her previous work experience includes the Georgia Hospital Association and the Division of Health Planning at the Georgia Department of Community Health. She received an MPH from Drexel University.

PRICE

\$195 per connection.