

Leveraging and Manipulating Hospital Specific Data to Drive Decision Making

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May 24, 2021

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### Introduction

This project is supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) as part of an award totaling \$509,765, with 0% financed with nongovernmental sources. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by HRSA/HHS, or the U.S. Government.

## Two Sessions



- The importance of Data in the Decision-Making Process May 10, 2021
- How to Manipulate and Leverage Hospital Specific Data May 24, 2021

### Market analyses can drive decisions in many areas

- Where are the population centers?
- Are we located in the right areas?
- What's happening with various age cohorts and what does that mean for volumes?
- Are some areas of our market growing faster than others (# vs %)?
- How does our practice / facility / system fare in competition?
- From where and to where are our patients traveling?
- What share of the market do we control?
- How many sites / rooms / devices do we need to meet need?

STROUDWATER

## How to Manipulate and Leverage Hospital Specific Data





# Patient Origin – Rural Health Clinic

												•	F
Patients	hy Som	vico Aroa									Patients by ZIP Code		р
atients	by Serv	nce Area											
Service Area	a Mapzip	PO Name	FY 2017	FY 2018	FY 2019	FY 2020	FY 2017	FY 2018	FY 2019	FY 2020	County Tioga County 95 Harpursville 1 water County United Data Outpatient		а
Grand Total			7,523	6,606	6,096	7,241	100.0%	100.0%	100.0%	100.0%			S
PSA	Total		5,780	5,034	4,810	5,828	76.8%	76.2%	78.9%	80.5%	10 Zos Deposit Binghamton Windsor 8		
	18847	Susquehanna	3,751	3,215	3,111	3,451	49.9%	48.7%	51.0%	47.7%	East Branch Catok		
	18822	Hallstead	620	569	418	834	8.2%	8.6%	6.9%	11.5%	19 Little Meadows Hallstead Surguebang Service Broad Ave Clinic		
	18465	Thompson	561	506	636	638	7.5%	7.7%	10.4%	8.8%	Rome Susquenanna 18	•	A
	18834	New Milford	577	502	403	509	7.7%	7.6%	6.6%	7.0%	1,006 1,991 Prescon Park		
	18821 18462	Great Bend Starrucca	102	85	83	205	1.4%	1.3%	1.4%	2.8%	Bradford Court 1 Montrose New Milloco		
	18462	Jackson	92	110 47	105	158 33	1.2%	0.7%	1.7% 0.9%	0.5%	South Gibson Diverset March		
SA	Total	Jacksoff	748	627	505	623	9.9%	9.5%	8.3%	8.6%	Sullivan County		
	18801	Montrose	320	232	220	234	4.3%	3.5%	3.6%	3.2%	13 Meshoppen Wityne County		
	18470	Union Dale	182	154	107	150	2.4%	2.3%	1.8%	2.1%	307 1 SNF		
	18826	Kingsley	102	134	80	103	1.6%	2.1%	1.3%	1.4%	U Tyler Sz susta (fuCarbondale Beach Lakesspal (Honesdale A)		
	18842	South Gibson	57	55	54	71	0.8%	0.8%	0.9%	1.0%	Wyoming County		
	18823	Harford	42	26	25	39	0.6%	0.4%	0.4%	0.5%			
	18461	Starlight	30	24	19	26	0.4%	0.4%	0.3%	0.4%	© 2021 Mapbox © OpenStreetMap		
her	Total		995	945	781	790	13.2%	14.3%	12.8%	10.9%	Count of Union Service Broad Ave Clinic	•	T
	18421	Forest City	104	75	67	105	1.4%	1.1%	1.1%	1.5%	1 13,528 Halistead		
	13865	Windsor	52	72	67	92	0.7%	1.1%	1.1%	1.3%	Turates	•	H
	18407	Carbondale	58	91	85	73	0.8%	1.4%	1.4%	1.0%			
	18446	Nicholson	66	60	52	52	0.9%	0.9%	0.9%	0.7%	Monthly Trend	•	Т
	18643	Pittston	26	28	35	43	0.3%	0.4%	0.6%	0.6%			
	18824	Hop Bottom	33	46	56	37	0.4%	0.7%	0.9%	0.5%	700		
	18508	Scranton	3	5	4	30	0.0%	0.1%	0.1%	0.4%			
	13790	Johnson City	26	26	20	23	0.3%	0.4%	0.3%	0.3%	600		
	18623	Laceyville	36	26	24	21	0.5%	0.4%	0.4%	0.3%			
	13795	Kirkwood	23	12	13	19	0.3%	0.2%	0.2%	0.3%			
	18612	Dallas		14	18	18		0.2%	0.3%	0.2%	500		
	18439	Lakewood	30	35	19	15	0.4%	0.5%	0.3%	0.2%	5		
	26505	Morgantown		1	7	14		0.0%	0.1%	0.2%	ie 400		
	19446	Lansdale	10	12	12	14	0.1%	0.2%	0.2%	0.2%			
	18844	Springville	35	23	20	14	0.5%	0.3%	0.3%	0.2%	300		
	18510	Scranton	12	14	13	14	0.2%	0.2%	0.2%	0.2%	- 300		
	18419	Factoryville	5	15	18	14	0.1%	0.2%	0.3%	0.2%			
	13901	Binghamton	20	24	17	14	0.3%	0.4%	0.3%	0.2%	200		
	32566	Navarre Scranton	12	13	13	13	0.2%	0.1%	0.1%	0.2%			
	13754		12	15	10	11	0.2%	0.2%	0.2%	0.2%	100		
	13754	Deposit Cogan Station	13	15	10	10	0.2%	0.2%	0.2%	0.2%			
	90045	Los Angeles	5	3	14	9	0.1%	0.2%	0.2%	0.1%	0		
	13905	Binghamton	11	15	11	9	0.1%	0.2%	0.2%	0.1%	FY 2017 FY 2018 FY 2019 FY 2020 FY 2021		
		Binghamton	13	13	8	9	0.2%	0.2%	0.1%	0.1%	Month of ARADMDT		
	20704		15	14	0	5	0.270	0.270	0.170	0.170	MORTO T ARADMDT		

### STROUDWATER

# Patient Origin – Emergency Department

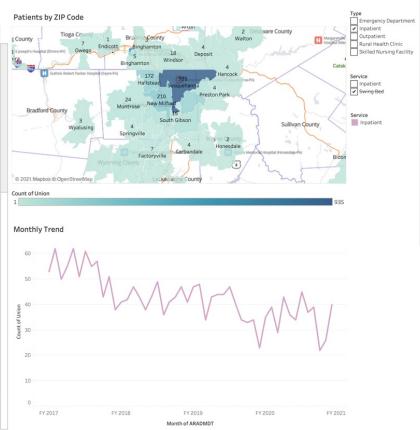
Patients	by Servi	ice Area									Patients by ZIP Code	•	From where do our patients originate,
Service Area	Mapzip	PO Name	FY 2017	FY 2018	FY 2019	FY 2020	FY 2017	FY 2018	FY 2019	FY 2020	g County Tioga County 4 Harpursville 10 Delaware County Walton 0 Outpatient 0 Outpatient 0 Outpatient 0 Outpatient 0 Outpatient 0 Outpatient		and does it differ by
Grand Total			3,335	2,896	2,643	2,448	100.0%	100.0%	100.0%	100.0%	3 t losst/s Hostal (Emire-M)		service?
PSA	Total		2,587	2,177	2,075	1,984	77.6%	75.2%	78.5%	81.0%	hina destable Biochanton 1		
	18847	Susquehanna	1,448	1,251	1,195	1,126	43.4%	43.2%	45.2%	46.0%	2 Control International Property in the Control of Cont		
	18465	Thompson	236	245	228	261	7.1%	8.5%	8.6%	10.7%	Sayre 1 6 Hallstead Sign and 2		
	18822	Hallstead	334	248	267	254	10.0%	8.6%	10.1%	10.4%	1 Rome Friendsville	•	Acquire:
	18834	New Milford	272	215	206	202	8.2%	7.4%	7.8%	8.3%	250 895 Preston Park		
	18821	Great Bend	190	143	100	80	5.7%	4.9%	3.8%	3.3%	Production New Million 1 Service		Visit count by
	18462	Starrucca	70	52	57	44	2.1%	1.8%	2.2%	1.8%	Bradford country Wondrose 1 1 Service Emergency		
	18825	Jackson	37	23	22	17	1.1%	0.8%	0.8%	0.7%	Towanda 8 South Gibson Pleasant Mount Sullivan County		zip
SSA	Total	Halas Dala	288	270	186	170	8.6%	9.3%	7.0%	6.9%	The state of the s		Comitor.
	18470	Union Dale	113	82	65 50	61	3.4%	2.8%	2.5%	2.5%	Meshoppen 11 40 Prompton 1		<ul> <li>Service</li> </ul>
	18801	Montrose		94		40	2.0%	3.2%	1.9%	1.6%	11 Carbondale Beach Lake spital 04-mediate Fay		ana unin a
	18826	Kingsley	49	49	33	33	1.5%	1.7%	1.2%	0.6%	Wyorning County		grouping
	18823	Harford		15	6	15	0.5%	0.5%	0.3%				
	18461 18842	Starlight South Gibson	19 23	21	24	7	0.6%	0.3%	0.2%	0.6%	© 2021 Mapbox © OpenStreetMap		
Other	Total	South Gibson	460	449	382	294	13.8%	15.5%	14.5%	12.0%	Count of Union	•	Table
Other	13865	Windsor	460	64	382	34	13.8%	2.2%	1.2%	1.4%	1 5,020	•	Table
	13754	Deposit	43	20	16	20	0.3%	0.7%	0.6%	0.8%	· · · · · · · · · · · · · · · · · · ·	•	Heat man
	18421	Forest City	28	40	13	11	0.3%	1.4%	0.5%	0.4%		•	Heat map
	13795	Kirkwood	16	40	13	11	0.8%	0.4%	0.3%	0.4%	Monthly Trend	•	Trends
	18446	Nicholson	10	6	14	10	0.4%	0.4%	0.5%	0.4%	monthly rend	-	nenus
	13901	Binghamton	12	5	6	9	0.4%	0.2%	0.2%	0.4%			
	13901	Hancock	7	6	7	9	0.4%	0.2%	0.2%	0.4%			
	Null	Null	1	17	10	7	0.2%	0.6%	0.4%	0.3%	300		
	18439	Lakewood	2	2	8	6	0.1%	0.1%	0.3%	0.2%			
	76706	Waco	2	6	0	5	0.170	0.170	0.370	0.2%	250		
	18453	Pleasant Mount	5	1	3	5	0.1%	0.0%	0.1%	0.2%			
	18407	Carbondale	7	18	10	5	0.2%	0.6%	0.4%	0.2%			
	30344	Atlanta	,	10	10	4	0.6.70	0.070	0.470	0.2%	<u>je</u> 200		
	18512	Scranton		2	2	4		0.1%	0.1%	0.2%			
	18504	Scranton	5	1	3	4	0.1%	0.0%	0.170	0.2%			
	64503	Saint Joseph	5	1		3	0.170	5.070		0.1%	8 150		
	36609	Mobile	1			3	0.0%			0.1%	V		
	32724	Deland	1	2	3	3	0.070	0.1%	0.1%	0.1%	100		
	18657	Tunkhannock	1	2	3	3	0.0%	0.1%	0.1%	0.1%			
	18505	Scranton	3	6	2	3	0.0%	0.1%	0.1%	0.1%			
	13904	Binghamton	1	5	2	3	0.0%	0.2%	0.1%	0.1%	50		
	10003	New York	1	3	2	3	0.070	V/6.70	0.1.70	0.1%			
	32168	New Smyrna Bea			1	2			0.0%	0.1%	0		
	19525	Gilbertsville			1	2			0.070	0.1%	FY 2017 FY 2018 FY 2019 FY 2020 FY 2021		
	19323	Springville	7	8	2	2	0.2%	0.3%	0.1%	0.1%	Month of ARADMDT		
	10094	Use Bassa	,	0	2	2	V.2.70	0.570	0.170	0.170	MONTH OF ARADMU I		

### MARKET ASSESSMENT

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# Patient Origin – Inpatient

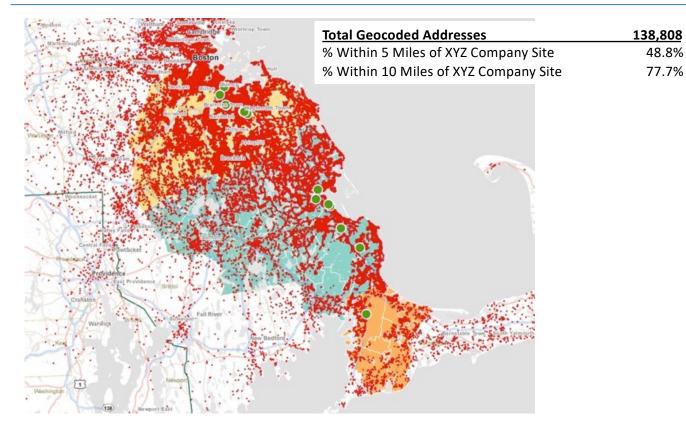
Service Area	Mapzip	PO Name	FY 2017	FY 2018	FY 2019	FY 2020	FY 2017	FY 2018	FY 2019	FY 2020	z County	
Grand Total			638	511	471	425	100.0%	100.0%	100.0%	100.0%	t Joseph's Hose	ital (Cimira M
PSA	Total		513	397	382	334	80.4%	77.7%	81.1%	78.6%		nan (contrar er tr
	18847	Susquehanna	301	233	225	176	47.2%	45.6%	47.8%	41.4%	100 m	5
	18834	New Milford	61	51	44	54	9.6%	10.0%	9.3%	12.7%		Guthrie
	18465	Thompson	41	40	33	44	6.4%	7.8%	7.0%	10.4%		2
	18822	Hallstead	65	30	43	34	10.2%	5.9%	9.1%	8.0%		
	18821	Great Bend	31	24	22	16	4.9%	4.7%	4.7%	3.8%		1
	18462	Starrucca	10	14	11	9	1.6%	2.7%	2.3%	2.1%	Bradfe	ord Cou
	18825	Jackson	4	5	4	1	0.6%	1.0%	0.8%	0.2%		25
SSA	Total		56	49	40	42	8.8%	9.6%	8.5%	9.9%		
	18826	Kingsley	17	13	10	14	2.7%	2.5%	2.1%	3.3%		
	18823	Harford	6	3	4	8	0.9%	0.6%	0.8%	1.9%		
	18801	Montrose	6	8	2	8	0.9%	1.6%	0.4%	1.9%		
	18470	Union Dale	18	20	14	7	2.8%	3.9%	3.0%	1.6%		
	18842	South Gibson	2	1	8	4	0.3%	0.2%	1.7%	0.9%	© 2021 Mag	hox © C
	18461	Starlight	7	4	2	1	1.1%	0.8%	0.4%	0.2%	0 2021110	
Other	Total		69	65	49	49	10.8%	12.7%	10.4%	11.5%	Count of Un	ion
	30344	Atlanta			4	5			0.8%	1.2%	1	
	18446	Nicholson	2	4	5	5	0.3%	0.8%	1.1%	1.2%		
	13865	Windsor	4	3	6	5	0.6%	0.6%	1.3%	1.2%		
	18844	Springville		1		3		0.2%		0.7%	Monthly	Tren
	18512	Scranton			1	3			0.2%	0.7%		
	Null	Null			2	2			0.4%	0.5%	60	A
	18510	Scranton				2				0.5%	60	
	18503	Scranton				2				0.5%		
	18431	Honesdale				2				0.5%	50	-
	18421	Forest City	3	1	2	2	0.5%	0.2%	0.4%	0.5%		
	15229	Pittsburgh				2				0.5%		
	13904	Binghamton			1	2			0.2%	0.5%	⊊ 40	
	77441	Fulshear				1				0.2%	Unio	
	76706	Waco				1				0.2%	Count of Union 05	
	75061	Irving				1				0.2%	uno 30	
	64503	Saint Joseph				1				0.2%	Ū	
	63775	Perryville				1				0.2%		
	18657	Tunkhannock	2	3	1	1	0.3%	0.6%	0.2%	0.2%	20	
	18455	Preston Park	1	1	1	1	0.2%	0.2%	0.2%	0.2%		
	18407	Carbondale	1	1	1	1	0.2%	0.2%	0.2%	0.2%	10	
	13901	Binghamton		1		1		0.2%		0.2%	10	
	13754	Deposit	1	1	1	1	0.2%	0.2%	0.2%	0.2%		
	13748	Conklin		2		1		0.4%		0.2%	0	
	11751	Islip				1				0.2%	F	Y 2017
	07026	Garfield				1				0.2%		



# 

- From where do our patients originate, and does it differ by service?
- Acquire:
  - Visit count by zip
  - Service grouping
- Table
- Heat map
- Trends

### Drivetime / Location Analysis



### STROUDWATER

- Of all XYZ Company patients of South Region facilities (139k addresses), more than 77% are within 10 miles of an XYZ Site.
   49% are within 5 miles.
- The question becomes whether we can consolidate practices and not decrease patient access.
- What does it mean for an individual patient or group of patients and how might we "sell" it.

### Drivetime / Location Analysis

				<b>GRANITE</b>	PATIENTS			
	Total Time (group1)	Braintree	Annex	Granite	Quincy	Weymouth Libbey	Weymouth MRI	Weymouth Woods
Distinct count of Blinded	Total	20,019	20,019	20,007	20,001	20,004	19,985	19,995
% of Total	Total	100%	100%	100%	100%	100%	100%	100.0%
<b>Distinct count of Blinded</b>	< 10	8,894	8,918	8,213	10,104	6,087	4,473	5,121
	10-20	7,365	7,345	7,493	5,273	10,028	10,926	10,567
	20-30	2,304	2,302	2,514	2,733	2,572	3,249	2,902
	30-40	1,010	1,008	1,295	1,334	787	765	851
	40 +	446	446	492	557	530	572	554
% of Total	< 10	44.4%	44.5%	41.1%	50.5%	30.4%	22.4%	25.6%
	10-20	36.8%	36.7%	37.5%	26.4%	50.1%	54.7%	52.8%
	20-30	11.5%	11.5%	12.6%	13.7%	12.9%	16.3%	14.5%
	30-40	5.0%	5.0%	6.5%	6.7%	3.9%	3.8%	4.3%
	40 +	2.2%	2.2%	2.5%	2.8%	2.6%	2.9%	2.8%
% of Total	< 10	44.4%	44.5%	41.1%	50.5%	30.4%	22.4%	25.6%
	< 20	81.2%	81.2%	78.5%	76.9%	80.6%	77.1%	78.5%
	< 30	92.7%	92.7%	91.1%	90.5%	93.4%	93.3%	93.0%
	< 40	97.8%	97.8%	97.5%	97.2%	97.4%	97.1%	97.2%
	40 +	2.2%	2.2%	2.5%	2.8%	2.6%	2.9%	2.8%
Distinct count of Blinded	< 10	8,894	8,918	8,213	10,104	6,087	4,473	5,121
	< 20	16,259	16,263	15,706	15,377	16,115	15,399	15,688
	< 30	18,563	18,565	18,220	18,110	18,687	18,648	18,590
	< 40	19,573	19,573	19,515	19,444	19,474	19,413	19,441
	40 +	446	446	492	557	530	572	554

• 41% of Granite patients travel less than 10 minutes, but Quincy would be within 10 min for 50%.

• When evaluating %'s under 30 minutes, the Weymouth sites are best.

## STROUDWATER

- If consolidating from one practice to another, which might make the most sense?
- Acquire:
  - Practice location
  - Provider list by location
  - Patient address
  - Patient provider
  - Produce

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 Table utilizing mapping / drivetime software comparing patient address vs practice location

10

### Drivetime / Location Analysis

	1	2	3	4	5	6	7
	Camp Street	Harley Davidson	Former BoA	471 North Main	Centre Square	Webster Bank	Bikers Edge
Count If Better	2,552	7,605	6,506	6,789	6,457	6,525	6,519
Count of Worse	7,446	2,393	3,492	3,209	3,541	3,473	3,479
% Better	25.5%	76.1%	65.1%	67.9%	64.6%	65.3%	65.2%
% Worse	74.5%	23.9%	34.9%	32.1%	35.4%	34.7%	34.8%

Existing Site A vs Potential sites

### STROUDWATER

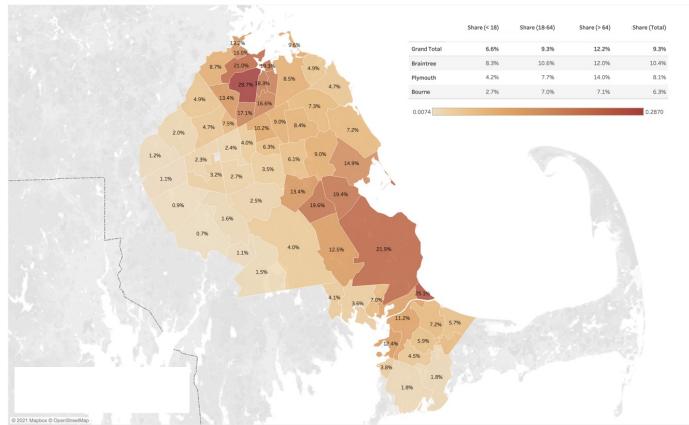
- "If a stiff wind came and blew down our practice...where would the best relocation be?
- Requires:

•

- Existing practice address
- Patient street
   address
- Potential practice addresses
- Produce:
  - Count if better/worse
  - % if better/worse

# Primary Care Market Share – All

#### South Region Primary Care Market Share



### STROUDWATER

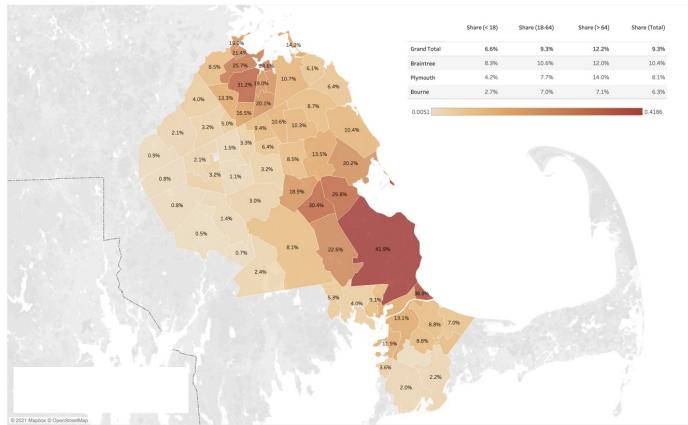
- What share of the market do we capture?
- Does is vary by service?
- Does it vary by age?
- Acquire:
  - Patient panel list
  - Patient age
  - Patient Zip
  - Current
  - population by age by zip
- Produce

•

- Table
- Heat map

# Primary Care Market Share – 65+

#### South Region Primary Care Market Share



### STROUDWATER

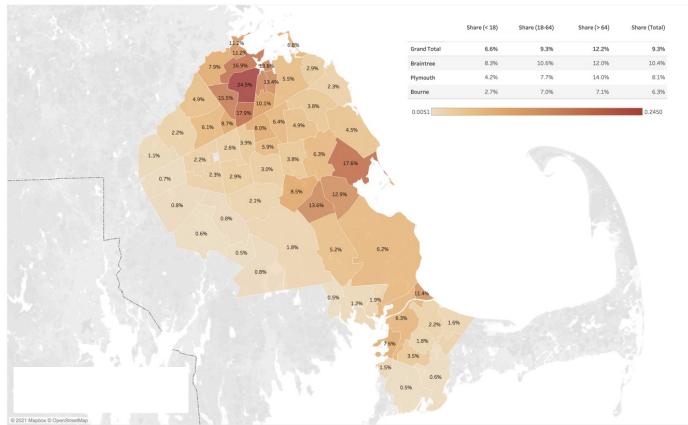
- What share of the market do we capture?
- Does is vary by service?
- Does it vary by age?
- Acquire:
  - Patient panel list
  - Patient age
  - Patient Zip
  - Current
  - population by age by zip
- Produce

•

- Table
- Heat map

# Primary Care Market Share – Under 18

#### South Region Primary Care Market Share



# 

- What share of the market do we capture?
- Does is vary by service?
- Does it vary by age?
- Acquire:
  - Patient panel list
  - Patient age
  - Patient Zip
  - Current
  - population by age by zip
- Produce

•

- Table
- Heat map

### Market Share – Inpatient PSA – High Acuity

#### Inpatient Market Share by Facility

				Discharge Da			Patient Zip (grou		
		Di	ischarges		% of T	otal Discharges		✓ PSA	
Facility Name		2017	2018	2019	2017	2018	2019	Tertiary Secondary	
Grand Total		726	667	723	100.0%	100.0%	100.0%	Secondary	
John D. Archbold Memorial Hospital		385	366	411	53.0%	54.9%	56.8%		
Memorial Hospital and Manor		184	171	158	25.3%	25.6%	21.9%		
Phoebe Putney Memorial Hospital		44	27	41	6.1%	4.0%	5.7%		
Piedmont Columbus Regional-Northside Campus		18	11	14	2.5%	1.6%	1.9%	Acuity	
Donalsonville Hospital, Inc.		16	14	11	2.2%	2.1%	1.5%		
Grady General Hospital		16	14	8	2.2%	2.1%	1.1%	✓ High acuity	
Children's Healthcare of Atlanta At Egleston			5	8		0.7%	1.1%	Low acuity	
Doctors Hospital of Augusta		6	7	7	0.8%	1.0%	1.0%		
South Georgia Medical Center		2	6	6	0.3%	0.9%	0.8%		
Northside Hospital		1	2	6	0.1%	0.3%	0.8%		
Children's Healthcare of Atlanta At Scottish Rite		6	5	6	0.8%	0.7%	0.8%	Product	
Piedmont Columbus Regional-Midtown Campus			1	4		0.1%	0.6%	✓ Null ✓ CARDIOLOGY	
50% 40% 100 25.3% 20%	25.6%				Emory University Doctors Hospital	lemorial Hospital spital, Inc. ospital bus Regional-Northside y Hospital of Augusta	e Campus	ENDOCRINE     GASTROENTE     GENERAL ME     GENERAL SUI     GYNECOLOGY     HEMATOLOG     HIV     NEONATOLOG	
20%		21.9	9%	23.6%	Children's Health	y Hospital Midtown ncare of Atlanta At Scot ncare of Atlanta At Egle	LISH KILE	Patient Zip 39815	
10%					South Georgia M Augusta Universi	edical Center		<ul> <li>39817</li> <li>39819</li> <li>39825</li> </ul>	
0%					Medical Center, Northside Hospit	tal		<ul><li>✓ 39834</li></ul>	
2017	2018	2019 2020				20 St. Francis Hospital, Inc. Piedmont Atlanta Hospital			
	Year of Discharg	Dato			Colquitt Regiona				

# STROUDWATER

- What share of the ٠ inpatient market do we capture?
- Does is vary by ٠ acuity?

ENDOCRINE GASTROENTEROLOGY

GENERAL MEDICINE GENERAL SURGERY

- Does it vary by ٠ product?
- ٠ Does it vary by geography
- Acquire from all payer • source:
  - Discharges by hospital by DRG by date
- Produce
  - Table ٠
  - Trends

# Market Share – Inpatient PSA – Low Acuity

#### Inpatient Market Share by Facility

			Discharge D	ate			Patient Zip (group)		
		Discharges		% of T	otal Discharges		PSA		
acility Name	2017	2018	2019	2017	2018	2019	Tertiary		
Grand Total	1,729	1,764	2,196	100.0%	100.0%	100.0%	Secondary		
Nemorial Hospital and Manor	1,057	1,044	1,302	61.1%	59.2%	59.3%			
ohn D. Archbold Memorial Hospital	333	351	431	19.3%	19.9%	19.6%			
onalsonville Hospital, Inc.	169	175	234	9.8%	9.8% 9.9%				
rady General Hospital	42	40	65	2.4%	2.3%	3.0%	Acuity		
hoebe Putney Memorial Hospital	26	39	53	1.5%	2.2%	2.4%			
iller County Hospital	17	16	15	1.0%	0.9%	0.7%	High acuity		
mory University Hospital	8	7	12	0.5%	0.4%	0.5%	<ul> <li>Low acuity</li> </ul>		
hildren's Healthcare of Atlanta At Egleston	4	2	9	0.2%	0.1%	0.4%			
litchell County Hospital	8	17	7	0.5%	1.0%	0.3%			
edical Center, Navicent Health	2	10	7	0.1%	0.6%	0.3%			
fe Brite Community Hospital of Early	2		5	0.1%	0.3%	0.2%	Product		
aint Simons By The Sea	5	2	4	0.3%	0.1%	0.2%	✓ Null ✓ CARDIOLOGY		
50% 40% 30% 20%	59.2%		John D. Archbold Donalsonville Ho: Grady General Ho Phoebe Putney M Miller County Ho: Mitchell County H Emory University Flint River Hospit Children's Health	eston	DERMATOLOGY     ENDOCRINE     GASTROENTERC     GENERAL MEDIC     GENERAL SURGI     GYNECOLOGY     HEMATOLOGY     HIV     NEONATOLOGY     Patient Zip     39815				
10% 0% 2017	2018	2019	2020	Medical Center, Navicent Health Life Brite Community Hospital of Early Saint Simons By The Sea Children's Healthcare of Atlanta At Scottish Rite Memorial Satilla Health Brooks County Hospital			<ul> <li>39817</li> <li>39819</li> <li>39825</li> <li>39834</li> </ul>		
	Year of Discharge Date			Colquitt Regional					
	rear of Discharge Date			South Georgia Me					

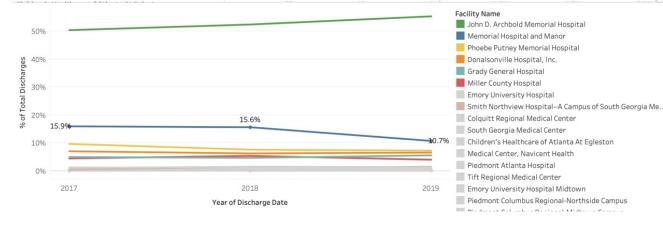
## 

- What share of the inpatient market do we capture?
- Does is vary by acuity?
- Does it vary by product?
- Does it vary by geography
- Acquire from all payer source:
  - Discharges by hospital by DRG by date
- Produce
  - Table
  - Trends

### Market Share – Ambulatory Surgery

#### Outpatient Market Share by Facility

			Discharge Dat	te			Year of
		Visits		% 0	of Total Visits		Multipl
Facility Name	2017	2018	2019	2017	2018	2019	
Grand Total	6,540	7,024	6,208	100.0%	100.0%	100.0%	Consider
John D. Archbold Memorial Hospital	3,299	3,685	3,439	50.4%	52.5%	55.4%	Service
Memorial Hospital and Manor	1,043	1,097	665	15.9%	15.6%	10.7%	Tert
Phoebe Putney Memorial Hospital	630	532	449	9.6%	7.6%	7.2%	Seco
Donalsonville Hospital, Inc.	458	438	406	7.0%	6.2%	6.5%	
Grady General Hospital	323	325	344	4.9%	4.6%	5.5%	
Miller County Hospital	290	376	247	4.4%	5.4%	4.0%	
Colquitt Regional Medical Center	53	54	94	0.8%	0.8%	1.5%	
Smith Northview HospitalA Campus of South Georgia Medic	29	103	80	0.4%	1.5%	1.3%	Patient
Emory University Hospital	69	102	71	1.1%	1.5%	1.1%	🖌 Amb
Piedmont Atlanta Hospital	15	18	51	0.2%	0.3%	0.8%	Eme
South Georgia Medical Center	81	66	50	1.2%	0.9%	0.8%	Eme
Emory University Hospital Midtown	23	8	44	0.4%	0.1%	0.7%	Othe
Tift Regional Medical Center	30	7	41	0.5%	0.1%	0.7%	



Year of Discharge Date Multiple values

Service Area PSA Tertiary Secondary

Patient Type Desc Ambulatory Surgery Emergency Ambulatory Surgery Emergency Room Other Outpatient

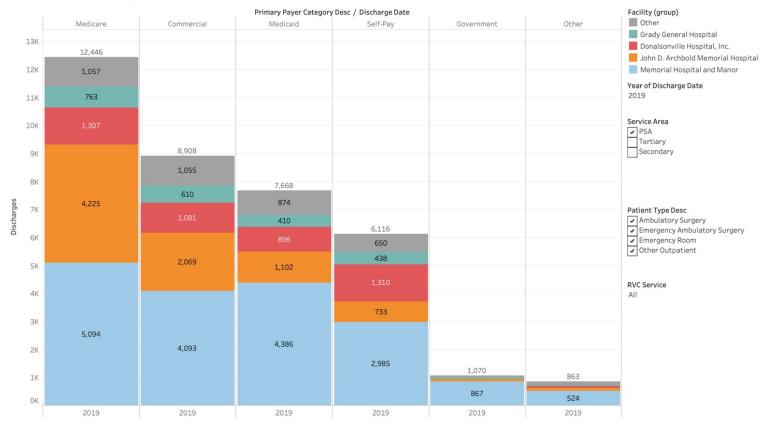
RVC Service

## 

- What share of the ambulatory surgery market do we capture?
- Does it vary by geography
- Acquire from all payer source:
  - Procedures by hospital by date
- Produce
  - Table
  - Trends

# Outpatient Visit Count by Payer by Hospital – PSA

#### Outpatient Visits by Payer



### STROUDWATER

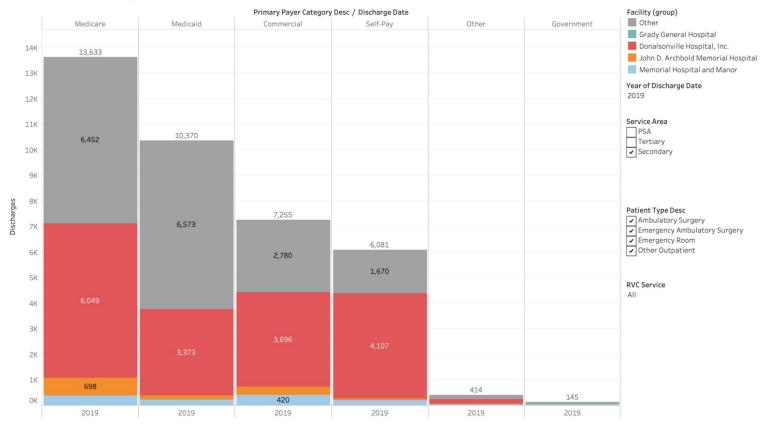
- What share of each payer type in the outpatient market do we capture?
- Does it vary by geography

٠

- Acquire from all payer source:
  - OP by hospital by date by payer
- Produce
  - Chart

# Outpatient Visit Count by Payer by Hospital – SSA

#### Outpatient Visits by Payer



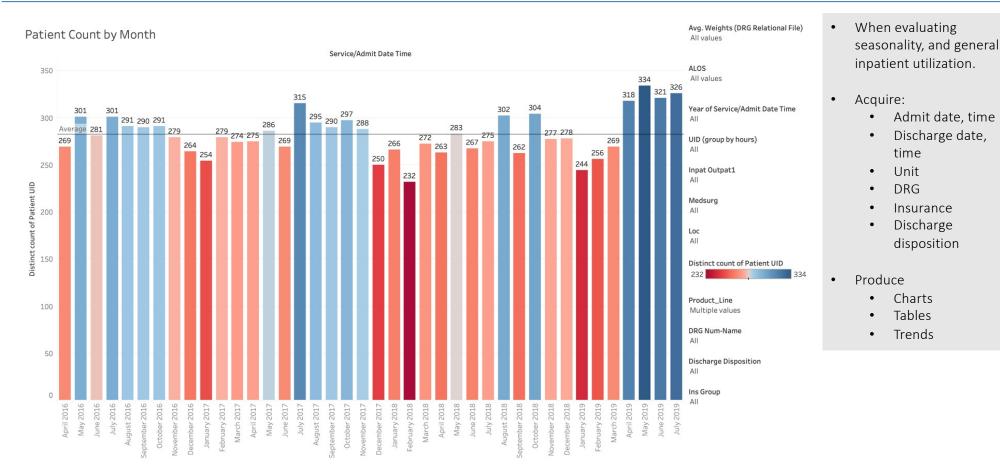
### STROUDWATER

- What share of each payer type in the outpatient market do we capture?
- Does it vary by geography

٠

- Acquire from all payer source:
  - OP by hospital by date by payer
- Produce
  - Chart

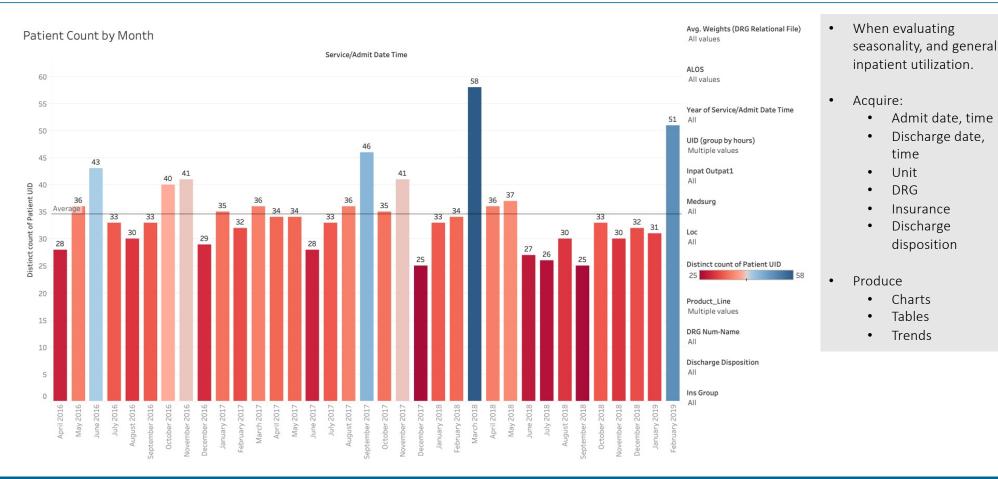
### Throughput – Seasonality Check – All Discharges



### STROUDWATER

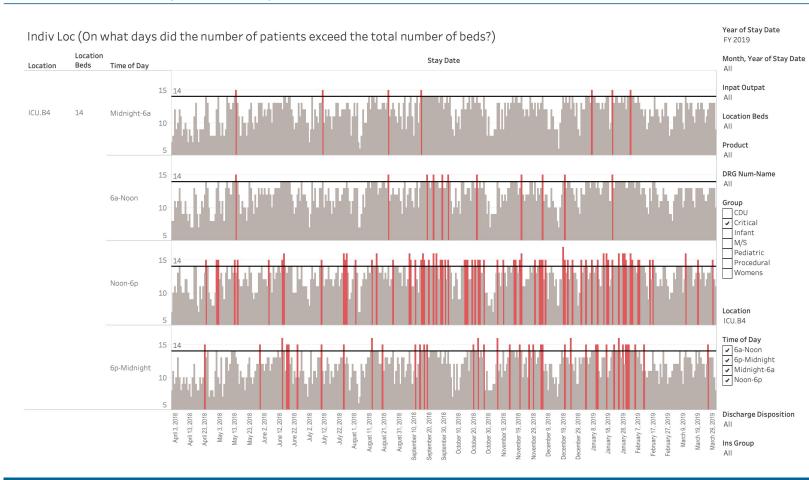
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### Throughput – Seasonality Check – Under 48 hour stay



## 

# Throughput – Capacity Bottlenecks



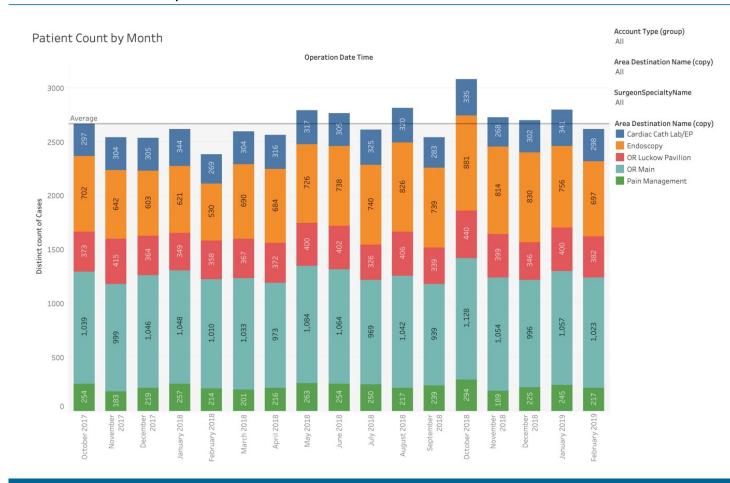
### STROUDWATER

- The more granular the data received, the more interesting the analysis can become.
- Discharge time?

•

- Surgical schedule?
- Transfer staff for moving patients from ICU to MS?

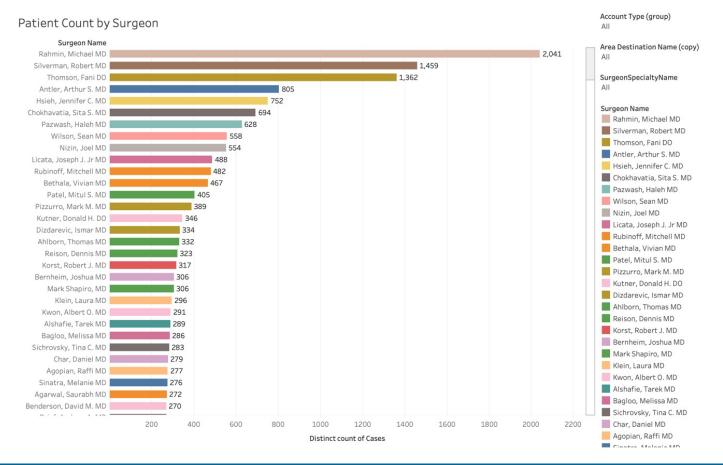
## Throughput – Procedural Volume by Month



# STROUDWATER

- When evaluating procedure room utilization by month and location.
- Acquire:
  - Procedure date, time
  - Prep, Procedure, PACU, Phase 2 in and out times
  - Surgeon
  - Procedure
  - Location
- Produce
  - Charts
  - Tables
  - Trends

### Throughput – Procedural Volume by Surgeon



### STROUDWATER

- When evaluating procedure room utilization by surgeon.
- Produce
  - Charts
  - Tables
  - Trends

# Throughput – Procedural Volume by Site

Procedural C	ases (2)									Year of Operation Date Time 2018
Area Destination Name (copy)	Distinct count of Cases	Avg. PreOP_Mnts	Avg. PreOp Hrs	Avg. Rm_Mnts	Avg. Rm Hrs	Avg. Pacu_Mnts	Avg. Pacu Hrs	Avg. Phase2_Mnts	Avg. Phase2 Hrs	Month, Year of Operation Date Time All
Grand Total	28,468	89.9	1.5	75.5	1.3	71.8	1.2	92.4	1.5	
Endoscopy	8,814			39.7	0.7			80.6	1.3	Patient Age At Registration 0 to 105
OR Luckow Pavilion	4,504	67.5	1.1	54.6	0.9	69.6	1.2	35.0	0.6	and Null values
OR Main	12,331	121.4	2.0	122.1	2.0	86.3	1.4	116.1	1.9	Account Type (group)
Pain Management	2,819	38.6	0.6	15.9	0.3	23.5	0.4			<ul> <li>Inpatient</li> <li>Outpatient</li> </ul>
										<ul> <li>Null</li> <li>Account Type</li> <li>INP</li> <li>IVF</li> <li>NB</li> <li>OBSER</li> <li>SDM</li> <li>SDS</li> <li>ER</li> <li>Area Destination Name</li> <li>Cardiac Cath Lab/EP</li> <li>Endoscopy</li> <li>OR Luckow Pavilion</li> <li>OR Main</li> <li>Pain Management</li> </ul>
										Operation Room Name All
										Proc Name All
										ProcedureGroupName All

### STROUDWATER

- When evaluating procedure room volumes and duration by location.
- Acquire:
  - Procedure date, time
  - Prep, Procedure, PACU, Phase 2 in and out times
  - Surgeon
  - Procedure
  - Location
- Produce
  - Charts
  - Tables
  - Trends
  - Counter arguments

# Throughput – Procedural Duration by Site / Specialty

Area Destination Name (copy)	SurgeonSpecialtyName	Distinct count of Cases	Avg. PreOP_ Mnts	Avg. PreOp Hrs	Avg. Rm_Mnts	Avg. Rm Hrs	Avg. Pacu_Mnts	Avg. Pacu Hrs	Avg. Phase2_ Mnts	Avg. Phase2 Hrs	2018 2019 Month, Year of Operation Date T
Grand Total		24,545	92.7	1.5	91.4	1.5	71.9	1.2	124.7	2.1	All
R Luckow	Total	5,656	68.7	1.1	54.6	0.9	69.9	1.2	35.0	0.6	
avilion	General Surgery	519	58.4	1.0	59.4	1.0	77.8	1.3			
	Orthopedics	952	78.4	1.3	89.3	1.5	86.4	1.4			Patient Age At Registration
	Null	317	64.8	1.1	102.7	1.7	93.0	1.6			0 to 105
	Urology	559	72.1	1.2	44.5	0.7	70.3	1.2			and Null values Account Type (group)
	Ophthalmology	1,352	77.7	1.3	44.1	0.7	57.7	1.0			✓ Inpatient
	Gynecology/Obstetrics	556	65.5	1.1	40.1	0.7	76.5	1.3			<ul> <li>Inpatient</li> <li>Outpatient</li> </ul>
	Gynecology	201	69.6	1.2	47.2	0.8	82.4	1.4			✓ Null
	Neurosurgery	1			17.0	0.3					
	Repro Endocrinology/Infe	694	50.4	0.8	21.6	0.4	49.3	0.8			
	Bariatric Surgery	14	27.5	0.5	54.7	0.9	56.0	0.9			Account Type
	Otolaryngology	267	66.0	1.1	59.8	1.0	69.7	1.2	15.0	0.3	✓ INP ✓ IVF
	Podiatry	114	67.7	1.1	67.1	1.1	77.3	1.3	55.0	0.9	✓ NB
	Surgical Oncology	37	61.4	1.0	43.3	0.7	76.0	1.3			OBSER
	Plastic and Reconstruct	21	50.0	0.8	65.4	1.1	74.2	1.2			✓ SDM
	Medical	4	93.3	1.6	37.8	0.6	77.5	1.3			✓ SDS
	Radiation Therapy	48	56.1	0.9	37.2	0.6	64.2	1.1			- ER
R Main	Total	15,414	122.5	2.0	122.0	2.0	86.3	1.4	124.7	2.1	OUTPT Null
	General Surgery	5,232	119.1	2.0	103.0	1.7	88.3	1.5	126.4	2.1	
	Orthopedics	3,001	125.5	2.1	142.0	2.4	87.5	1.5	109.7	1.8	
	Null	503	127.7	2.1	144.8	2.4	94.9	1.6	120.6	2.0	
	Urology	1,115	118.2	2.0	66.8	1.1	69.6	1.2	116.4	1.9	Operation Room Name
	Ophthalmology	185	113.0	1.9	70.1	1.2	53.6	0.9	79.6	1.3	Multiple values
	Gynecology/Obstetrics	930	113.1	1.9	70.0	1.2	67.2	1.1	102.4	1.7	Proc Name
	Gynecology	857	133.1	2.2	120.5	2.0	82.9	1.4	119.8	2.0	All
	Neurosurgery	926	126.9	2.1	188.0	3.1	113.4	1.9	120.8	2.0	0.00
	Repro Endocrinology/Infe	1	74.0	1.2	50.0	0.8	36.0	0.6			
	Cardiac Surgery	590	133.0	2.2	234.6	3.9	113.8	1.9	109.8	1.8	
	Bariatric Surgery	564	128.7	2.1	138.7	2.3	89.1	1.5	135.0	2.3	
	Otolaryngology	269	103.5	1.7	102.4	1.7	75.7	1.3	221.6	3.7	

#### MARKET ASSESSMENT

STROUDWATER

- When evaluating procedure room volumes and duration by location and specialty.
- Acquire:
  - Procedure date, time
  - Prep, Procedure, PACU, Phase 2 in and out times
  - Surgeon
  - Procedure
  - Location
- Produce
  - Charts
  - Tables
  - Trends
  - Counter arguments

# Wrap Up



- Data can be incredibly powerful and insightful
  - Access it
  - Manipulate it
  - Share it
- Lots of trial and error is always involved, especially when confirming data validity
- Decisions are better when backed with real data
  - Reduce emotions
  - Increase acceptance
  - Improve access
  - Maximize efficiency



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