

OPERATIONS ARCHITECTS



Guidian Healthcare Consulting works with community coalitions and health delivery systems to create sustainable growth plans that meet the health care needs of the community. Guidian provides the information, analysis and knowledge to plan and design the operational and physical infrastructure needed to increase access to primary care.

CHARACTERIZE VULNERABLE POPULATION

Analyzing the market to define those populations that are considered vulnerable with respect to accessing primary care services (Medicaid, low-income Medicare, Uninsured, Underinsured)

Market Assessment

- Analyze market segmentation and patient utilization patterns
- Evaluate payor mix of identified target market
- Analyze hospital discharge data to understand health trends
- Quantify the gaps in access for primary care by payor type

DEFINE THE GAPS IN ACCESS TO PRIMARY CARE

Quantify system-wide primary care capacity using primary and secondary source data from health delivery system members and determine the number of vulnerable people who do not have access to primary care

GAP Analysis

- Quantify primary care utilization segmented by payor type
- Analyze primary care utilization of Emergency Departments
- Determine percent of population who cannot or do not access primary care services
- Map data by zip code to create a visual image of where gaps in access exist
- Benchmark gaps in access against State and National data

Physician/Provider Needs Assessment

- Determine numbers and types of providers necessary to reduce gaps in access to primary care
- Evaluate options for increasing primary care capacity, including productivity improvements, increasing patient care hours, and recruiting additional providers to the community

CREATE A CAPACITY DEVELOPMENT STRATEGY

Incorporate data and analysis developed from Market Assessment, GAP Analysis, and Physician Needs Assessment to create a strategy for reducing the gaps in access to primary care

Programs & Services Planning

- Analyze market factors to determine which services to introduce or expand
- Test the financial feasibility of new or expanded services and quantify cost to sustain the service

Operational Assessment

- Determine the vehicle through which access will be developed (FQHC or other medical home model)
- Benchmark medical home operations against historical internal performance & external industry benchmarks
- Create expense structure template to project the costs of increasing primary care capacity

Service Delivery Site Analysis

- Map service delivery sites in relation to population to identify geographic locations for new site development or existing site expansion
- Quantify the size and costs of developing a new site or expanding an existing site

QUANTIFY ORGANIZATIONAL AND SYSTEM WIDE COSTS

Generate actionable information using market and operational data to understand the costs of developing and sustaining additional capacity

Cost-Benefit Sensitivity Analysis and Scenario Testing

- Predict expansion costs through financial projections and modeling of expected revenues & expenses
- Assess the risk of strategic plans related to changing business conditions such as reimbursement rates, patient volumes and expenses

333 Shawnee Indian Lane
Suwanee, Georgia 30024

Phone: 770-932-3230

Fax: 770-573-0738

mmurphy@guidianconsulting.com

cmarchiando@guidianconsulting.com

