

Ambulatory Expansion Strategy and Implementation Planning

Challenge

The client is consistently among the 10 busiest transplant centers in the nation. As a result, its strategies and growth investments over the last 10 to 15 years had focused heavily on inpatient services. The new CEO engaged us to lead a comprehensive ambulatory service line planning effort, which included market analysis and opportunity sizing for specific ambulatory facilities, recommended service offerings and support of the business case/pro forma development for the launch of the ambulatory service line.

Solution

We worked with members of the executive team, as well as other members of the operations, planning and finance teams. We assembled a competitive assessment of the market and provided quantitative support to understand the volume and financial impacts of expanding their traditional service areas, as well as redirecting some ambulatory volumes out of the main campus to alleviate space constraints. Specifically, we:

- Assessed and ranked potential sites within the market for ambulatory services development
- Determined market share projections
- Provided market and other strategic assumptions to the finance team to use in pro-forma modeling for the new centers
- Facilitated a large, cross-functional group of stakeholders to develop the ambulatory strategy and facilitate decision-making before there was an organizational structure in place for the ambulatory service line

About the Client:

- *A private, not-for-profit health system in a southern metropolitan market of over 4 million people*
- *Consistently recognized as the #1 or #2 hospital in its state according to U.S. News & World Report*

Contact us for information on how we can help you reach your goals.

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