

Telehospitalist Business Planning

Challenge

Our client’s strategic goals included expanding their market position, quickly gaining market share and leveraging the “early mover advantage” with TeleHealth, as well as reducing hospital readmissions, providing less expensive care options, and improving their competitive position and brand.

Solution

We developed a comprehensive TeleHealth business plan and design to address their strategic goals:

- Our business plan development began with the assessment and identification of 31 potential TeleHealth service opportunities. We evaluated and scored each service and developed a prioritized list of the top 17 services that best aligned with the client’s strategic goals (see table).
- Six of our recommended TeleHealth services were approved. For each of those services, we determined the scope, clinical use cases, services details, clinical/operational/ technical requirements, and projected value, costs and revenue.
- We provided a service line design that included development of clinical, technical, operating and financial models for each service line.

Results

TeleHealth Services Alignment Results:

| Telehealth Classification | Potential Telehealth Services |
|-------------------------------------|--|
| Specialized Care Services | <ul style="list-style-type: none"> • Burn/Dermatology • Cardiology • Clinical Trials • Clinical Consults • eICU • Geriatric • OB/Neonatal • Oncology • Orthopedics • Transplant • Urgent Care |
| Chronic Condition & Care Management | <ul style="list-style-type: none"> • Chronic Care Management • Post-Acute Care/ Care Follow-Up • Medication Adherence & Compliance • Remote Monitoring • Primary Care |
| Education | <ul style="list-style-type: none"> • Grand Rounds • Patient Education |

| Color Key |
|---|
| ● Build Physician Base and Geographic Access |
| ● Enhance Hospital Efficiency & Effectiveness |
| ● Lead Development of a Clinically Integrated Network |

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 US News & World Report, and has grown to be a comprehensive provider of highly specialized tertiary and quaternary services*

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

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