

6 HOSPITAL MANAGEMENT STRATEGIES TO THRIVE IN TODAY'S HEALTHCARE ENVIRONMENT



1



SEEK PARTNERSHIPS AND AFFILIATIONS TO ACCESS NEW MARKETS

Look to local communities to form partnerships, explore collaborative opportunities, and create more access points for healthcare consumers.

2



GET SMART, GET CONNECTED, & GET SOCIAL

Design your hospital's strategic plan for care delivery models around generational preferences. Offer access points in convenient places through virtual primary and minor acute direct-to-consumer models, as well as with digital tools and applications.

3



CREATE A PATIENT LOYALTY PROGRAM

Acquiring new patients is more expensive than keeping existing ones. Test loyalty programs that are simple, straightforward, reward customers, and create sustainable, lifelong relationships with patients.

4



UTILIZE INNOVATIVE UP-FRONT PRICE TRANSPARENCY INITIATIVES

Front-end point of service (POS) collection policies help combat bad debt and increase collections. POS payment collection works because patients are more willing to pay when they need a service rather than after they've received it.

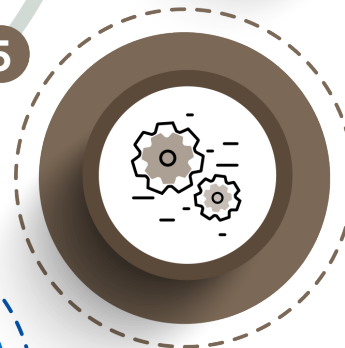
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INCREASE STRATEGIC PLANNING AGILITY

Agile planning shapes the hospital's vision through data analysis, enabling the health system to set more short-term goals based on best practices. This allows executives to manage the hospital's operational performance more effectively.

5



LAUNCH TELEHEALTH AND PRIORITIZE POST-ACUTE CARE

Telehealth programs enable hospitals to continue a relationship with post-acute care patients following discharge from the hospital. This promotes revenue growth by creating opportunities that line up with the CMS shift to focus on higher quality primary care.