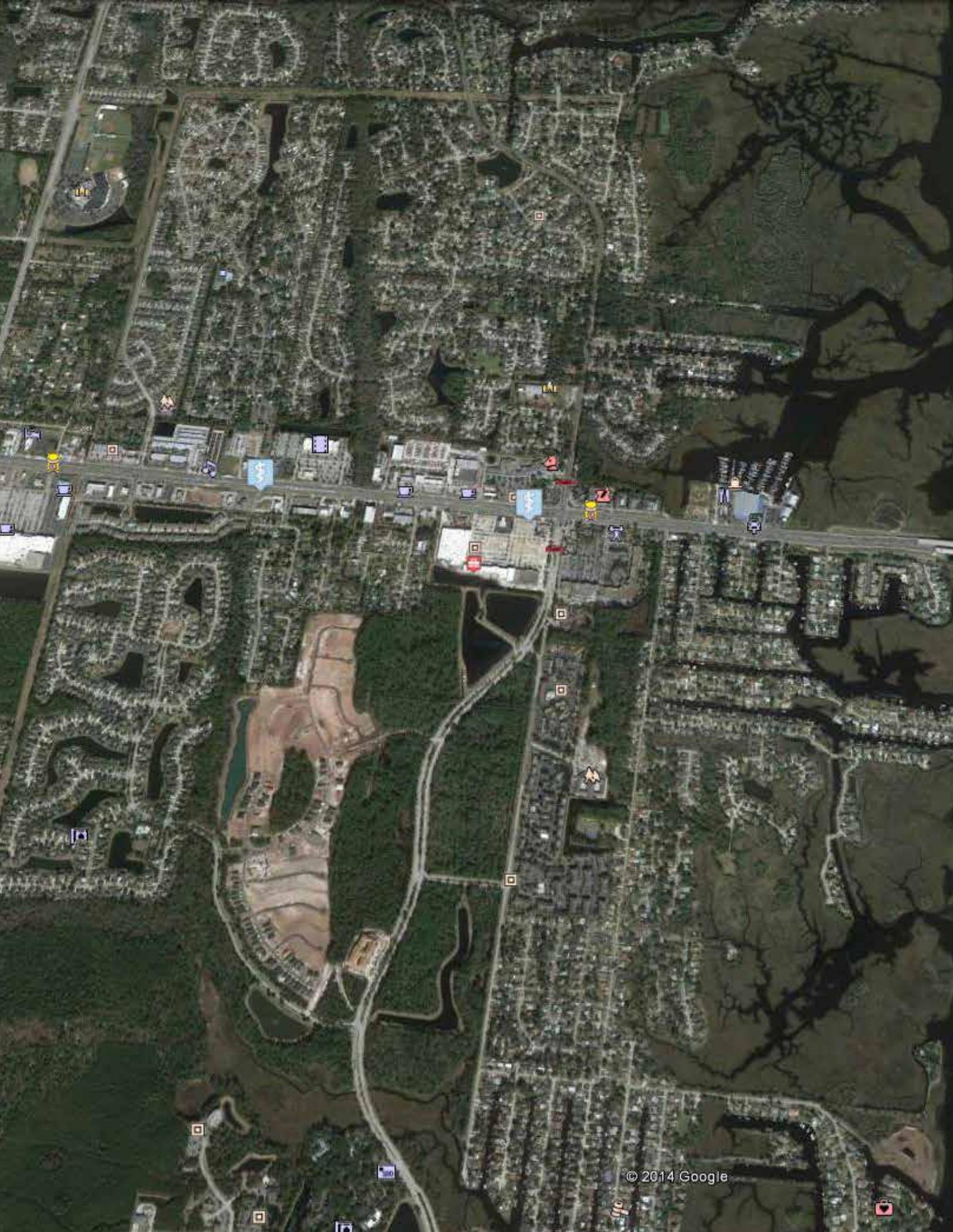# FACILITY OPTIMIZATION

MAXIMIZING AMBULATORY CARE ASSET
UTILIZATION THROUGH HOTSPOTTING

FreemanWhite

Population health has changed the way we look at ambulatory investment.
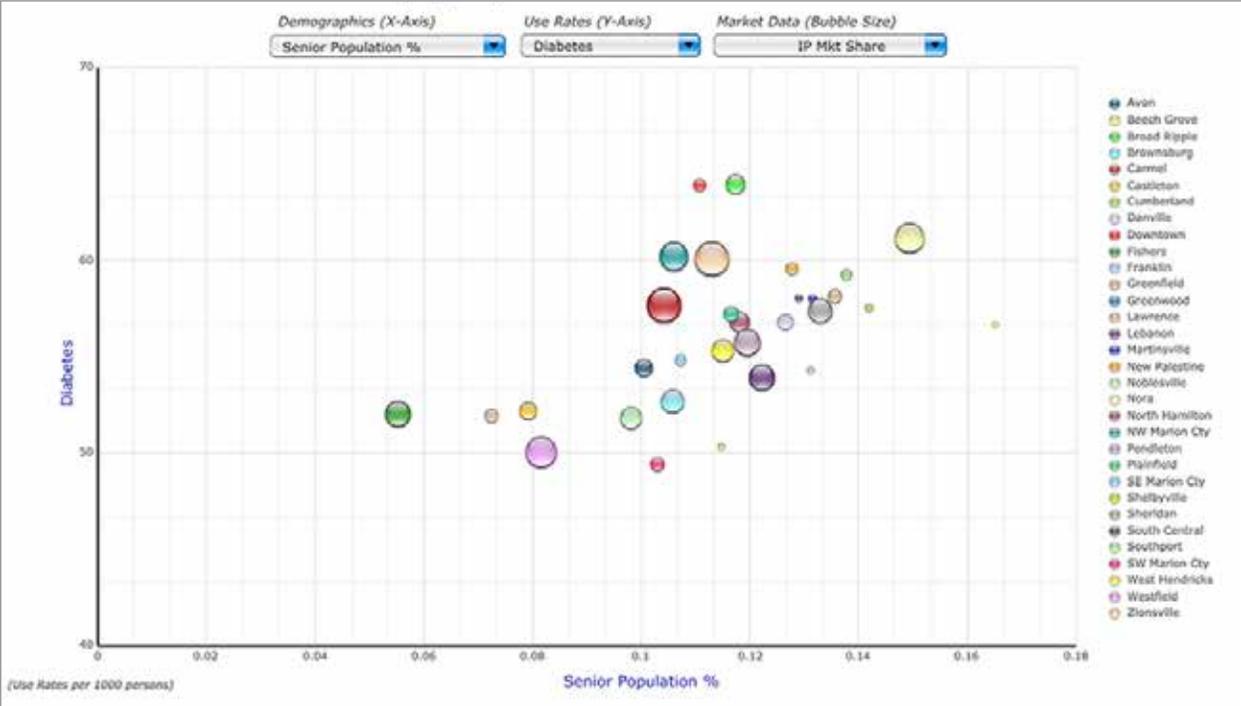
While in the past we looked for opportunities to expand market share and referral patterns to young insured populations, we are now challenged with improving the health of our highest utilizers. Many high utilizers are polychromic and dual eligible and have significant challenges regarding transportation and mobility.

Today, investment is less about finding locations with fewer competitors and more about placing the appropriate services and caregivers where patients need them.

FreemanWhite has developed a number of recent tools to assess disease prevalence. Hotspotting allows us to identify health trends in a community to guide investment in ambulatory services. As we advance our ability to anticipate disease prevalence and utilization patterns, we lead the way in tying these forecasts to facilities implications.

Through demographic analysis, our tools help you allocate your resources to the locations where they can be most utilized. By correlating multiple population variables for each market under consideration, we can determine the community that has the greatest need and offers the highest revenue potential for a particular asset or service.

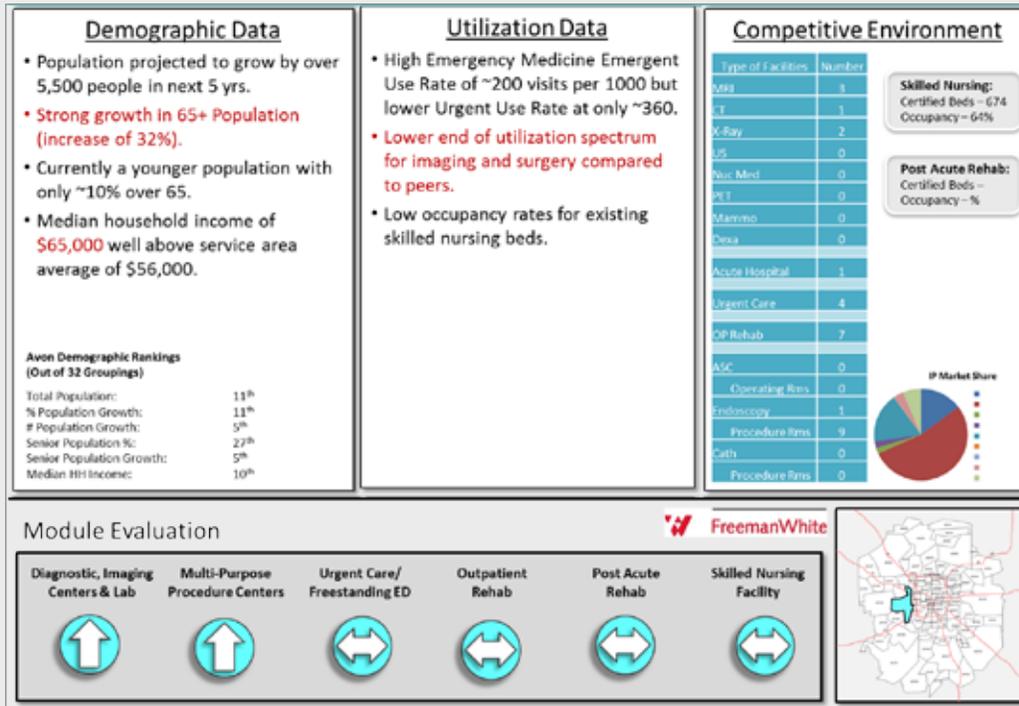GROUPING COMPARISON BASED ON DISEASE PREVALENCE

DISEASE PREVALENCE BY COMMUNITY

Because different communities have different patient profiles, such as variations in geriatric growth levels or chronic disease prevalence, a bubble graph helps decision-makers visualize each population's healthcare needs and potential revenue in order to prioritize investments.

Bubble colors represent individual service areas. A small-sized bubble indicates that the market is a prime opportunity for the selected service or asset. The higher along the Y axis the bubble is located, the higher the disease prevalence. The further to the right the bubble is located along the x-axis, the greater the population growth or volume. Providers choose optimal locations by identifying the smallest bubbles towards the upper right corner of the graph, which represent communities with the highest potential use rate and the largest volume. The different types of chronic illnesses indicate different service and programmatic needs.

Demographic Data

- Population projected to grow by over 5,500 people in next 5 yrs.
- Strong growth in 65+ Population (increase of 32%).
- Currently a younger population with only ~10% over 65.
- Median household income of $65,000 well above service area average of $56,000.

Avon Demographic Rankings (Out of 32 Groupings)

Total Population:	11th
% Population Growth:	11th
# Population Growth:	5th
Senior Population %:	27th
Senior Population Growth:	5th
Median HH Income:	10th

Utilization Data

- High Emergency Medicine Emergent Use Rate of ~200 visits per 1000 but lower Urgent Use Rate at only ~360.
- Lower end of utilization spectrum for imaging and surgery compared to peers.
- Low occupancy rates for existing skilled nursing beds.

Competitive Environment

Type of Facilities	Number
MRI	1
CT	1
X-Ray	2
US	0
Nuc Med	0
PET	0
Mammo	0
Dexa	0
Acute Hospital	1
Urgent Care	4
OP Rehab	7
ASC	0
Operating Rms	0
Endoscopy	1
Procedure Rms	9
Cath	0
Procedure Rms	0

Skilled Nursing: Certified Beds – 674 Occupancy – 64%

Post Acute Rehab: Certified Beds – Occupancy – %

IP Market Share

Module Evaluation

FreemanWhite

Diagnostic, Imaging Centers & Lab	Multi-Purpose Procedure Centers	Urgent Care/ Freestanding ED	Outpatient Rehab	Post Acute Rehab	Skilled Nursing Facility
↑	↑	↔	↔	↔	↔

SYSTEM SERVICE NEED OPPORTUNITIES

This tool assists in evaluating whether data supports the addition or expansion of specific service lines within a designated geographic region. By identifying service gaps in the competitive marketplace, we uncover opportunities by comparing the quantity and utilization of services currently available to the quantity that can be supported by the current and future population in the area. We develop detailed market utilization analyses for defined ambulatory components and analyze service locations and local competitors within a specified service area. Our facilities blueprint recommends site location targets and facility programs generated from anticipated ambulatory volumes.

ABOUT THE AUTHOR

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David White takes a scientific approach to challenging problems, creating analytical tools that provide customized solutions. He specializes in innovative intelligence that helps clients draw meaningful conclusions, with a talent for interactive tools that support decision-making. David develops forecasting instruments that give clients unprecedented insight into ambulatory site selection.

Healthcare providers are currently facing a dizzying array of strategic and facilities challenges. At FreemanWhite, our approach integrates data, research, and best practices into our architectural solutions to help you balance cost and value.