CASE STUDY

How an Interactive Market Dashboard Can Lead to Service Line Growth

See how a three-facility health system serving communities in a South Atlantic state increased market share, patient revenues and EBITDA

CHALLENGE

The health system (which includes a 189-bed tertiary care center, a 25-bed critical access, acute care hospital, and a 70- bed general medical and surgical hospital) led by a new management team was tasked by the Board of Directors to increase revenue and market share across multiple service lines through increased surgical volumes. The Cardiology service line was specifically identified for growth due to new specialty heart procedures that were being introduced.
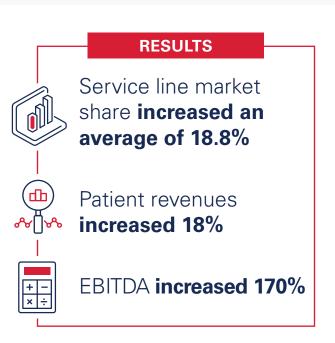
STRONGER PHYSICIAN ALIGNMENT

Using a platform that delivers interactive market dashboards, the health system staff created physician opportunity lists identifying physicians as either Loyalists (physicians referring 75% of their patients to the system) or Splitters (physicians referring between 25% and 75% of their patients to the system). The physician relationship team on staff paid special attention to the Splitters, especially those who were sending patients to a competing health system. Equipped with trended referral data from the platform for the past 12 months, the physician relationship team solidified relationships with Splitters and turned most of them into Loyalists. They further enhanced relationships with an already strong base of Loyalists, increasing their loyalty to the health system.

THE RESULTS*

As a result of their efforts, the health system achieved double-digit market share gains in six target service lines. In the first 12 months, the health system saw revenue increase by 18% and EBITDA increase by 170%!

These results occurred when this health system used Perception Health's TEAM platform, on which the AHA MarketCapture™ tool is built. AHA MarketCapture™ is an affordable way to get started on this path. It focuses on quick wins and can help maximize in-network referrals and identify the pain points driving leakage to help boost revenue.

RESULTS

Service line market share **increased an average of 18.8%**

Patient revenues **increased 18%**

EBITDA **increased 170%**

Ready to Dive Deeper?

Explore how AHA MarketCapture™ can lead to improved physician alignment, more patients, and revenue growth. Contact **ahadatainfo@aha.org** or **866-375-3633**.

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