

CASE STUDY | PHR Accelerates Multi-Hospital Network Integration and Growth

Challenge

A newly formed regional network of six hospitals in northeast Alabama faced a fiercely competitive market with a static population. The network needed to differentiate their competitive advantages to increase market share while continuing to deliver service excellence.

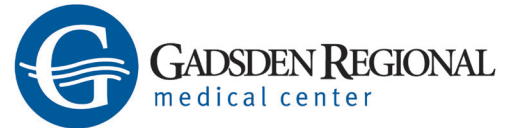
Solution

Based on the strong results one of the hospitals had achieved through Tiller-Hewitt's Physician-Hospital Relations (PHR) program prior to the network formation, the organization implemented the PHR program with multiple liaisons as a network strategy. The team rapidly identified strategic network growth and alignment opportunities as well as challenges related to access and throughput. They completed comprehensive on site training, data collection and collateral development. Using Lean methods to ensure access and capacity, they then launched growth teams in key strategic service lines.

Results

The PHR program delivered double digit incremental increases in the first year by significantly improving network communication and collaboration with physicians and their staffs. With committed and collaborative senior leaders, the largest hospital's results exceeded Tiller-Hewitt's already strong average growth benchmarks, and the PHR program continues to show measurable results. To ensure sustainable success, the network implemented Tiller-Hewitt's onboardPLUS+, the new provider navigation, engagement and retention program for long-term recruitment and retention of high-quality, productive providers.

The network relies on the Tiller-Hewitt PHR program to build relationships, track markets and integrate their regional market. They plan to extend the program outreach to non-physician sources of leads, including pharmacists, home care and emergency medical technicians.

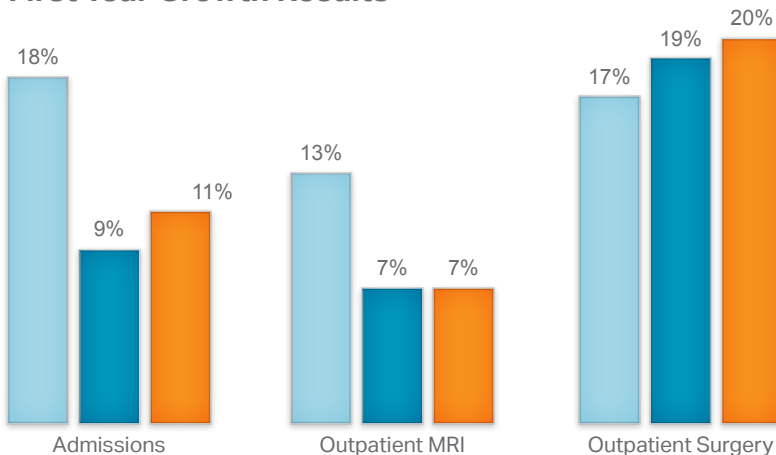


"Tiller-Hewitt understands what it takes to be successful and what hospital CEOs are looking for.

Tiller-Hewitt's Lean process solves operational barriers, bringing a new level of efficiency and effectiveness to our physician relations initiatives. They instill service excellence and build credibility with referring physicians."

Stephen Pennington
Market CEO
Gadsden Regional Medical Center

First Year Growth Results



In the first year, the largest network hospital met or exceeded Tiller-Hewitt's already strong average growth rates.

- Tiller-Hewitt Avg.: <200 Beds
- Tiller-Hewitt Avg.: >200 Beds
- Results: Gadsden Regional Medical Center

For more information, please visit us online, call or email info@tillerhewitt.com.