

Strategic Access Design for the Evolving Health System

Supporting Health Systems achieve a significant ROI (10+:1) on Growth via Access Design depending on investments required and current performance

Guidehouse brings the full capability set of multiple practices to ensure comprehensive Access solution design

- Enterprise Strategy
- Provider Network
- Revenue Cycle
- Technology

Access Supports Growth Levers



Engage Consumers

Increase the rate of new consumers and existing patients are seeking care with health system's providers and facilities



Repeat Business

Ensuring all patients receive every eligible care benefit at each encounter and across the full episode of care



Retain In-Network Care

Coordinate & streamline care delivery to improve keepage resulting in improved patient experience and outcomes

Forging an All-Inclusive Outlook on "Access"

STRATEGIC ACCESS		
Patient Access	Provider Access	Facility & Network Access
<i>Who do I contact? When can I get an appt? What will it cost? Who will coordinate my care?</i>	Patient Questions <i>When can I be seen? Can I get in sooner? Will my provider match my needs?</i>	<i>Where can I be seen? How far away is it? Will I get lost once I am there? Can I get this service virtually?</i>
<i>How do I engage and acquire new consumers? Can I foster brand loyalty among patients?</i>	System Questions <i>Am I maximizing my provider assets? How do I improve network retention?</i>	<i>What are my market opportunities? How do I optimize investment costs? Can I future-proof my network?</i>
Objective <i>Foster a meaningful relationship between patients and the health system, beyond simple scheduling and financial services to drive stronger consumer behaviors</i>	Objective <i>Maximize the supply of provider services through optimization of employed and managed provider resources and support systems</i>	Objective <i>Create a strategic outlook on geographic service capabilities, spanning physical locations to emerging virtual care options, to ensure options for care align with consumer need</i>
Key Themes Digital Front Door Patient Engagement Marketing and Outgoing Patient Campaigns Clinical & Non-Clinical Patient Communication Intuitive Self-Service Capabilities & Patient Portal Consumer Contact Center Digital Patient Wayfinding and Geofencing Financial Clearance	Key Themes Provider Capabilities Availability of Services Standardized Provider Effort Template governance and optimization Referral Management Provider Data Management Medical Group Optimization	Key Themes Geographic Footprint Facility Planning & Design Facility Prototyping Virtual Care Alternatives to B&M Growth Markets Affiliated Provider Networks Value-Based Care Design

Forging an All-Inclusive Outlook on “Access”

Digital Front Door

Consumer engagement strategy using technology to improve patient experience

Consumer Contact Center & Patient Engagement

Fully integrated communication between patient & provider focused on total health

Marketing & Outreach Campaigns

Strategic outreach to the communication based on community health needs and strategic growth

Template Governance & Optimization

Policies and formal processes to ensure inventory of services is consistently available

Referral Management

Comprehensive, consistent process to enable patient flow across the network

Availability of Services

Ability to maintain sufficient inventory of available appointment types across services

Provider Network Design

Ability of the health system to offer specific services and programs based on the health of the community

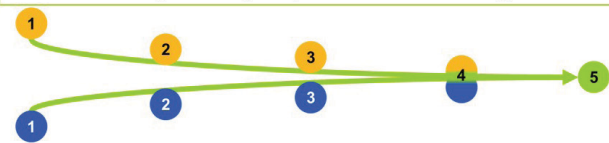
Geographic Footprint

Strategic outlook on geographic service capabilities and spanning physical locations to ensure care aligns with community needs

Setting the Course for Optimized Access over Time

1. Disconnected 2. Shared Infrastructure 3. Common Practices 4. Aligned Delivery 5. Integrated Engagement Center

Patient Access Design: Establishing central processes and business entities to support access



Provider Access Design: Managing Physician and Ambulatory service to align and become compatible / compliant with system access goals

Impact & Benefit from Access

1 Add 2-3% Market Share

Ease-of-scheduling combined with high appointment availability leads to improved access enabling greater total market share.

2 Increase up to 15% Provider Volume

Standardized provider effort combined with patient contact, acquisition, and retention to maximally fill available appointments.

3 Drive Value and Retain up to 10% additional network share

Improved performance as measured by value-based contracts, aimed at maximizing patient spend and keeping patients within the network.

Example Client Outcome

Who



A large, **multi-state health system in the northeast**, with an anchor AMC and through recent transactions multiple community hospitals and a single combined medical group in excess of 2000 providers.

How



A **two-year comprehensive partnership to drive access and growth**. Included significant redesign of patient access and medical group operations, targeting increases to patient demand, improved referral management, and maximizing appropriate utilization by patients. Aligned and **integrated a comprehensive access strategy** with broader strategic, marketing, and operational considerations

Result



As measured in the second year alone, a **top-line revenue increase exceeding \$51M** in medical group direct revenue (not including down-stream / ancillaries), based on a **total increase of 152k additional billed patient appointments** within the medical group.

Contacts

Kristin Greenstreet

Partner

(215) 990-2819

kristin.greenstreet@guidehouse.com

Alex Pinto

Director

(919) 300-6003

alexander.pinto@guidehouse.com



[linkedin.com/showcase/guidehouse-health](https://www.linkedin.com/showcase/guidehouse-health)



twitter.com/GuidehouseHC

About Guidehouse

Guidehouse is a leading global provider of consulting services to the public sector and commercial markets, with broad capabilities in management, technology, and risk consulting. By combining our public and private sector expertise, we help clients address their most complex challenges and navigate significant regulatory pressures focusing on transformational change, business resiliency, and technology-driven innovation. Across a range of advisory, consulting, outsourcing, and digital services, we create scalable, innovative solutions that help our clients outwit complexity and position them for future growth and success. The company has more than 12,000 professionals in over 50 locations globally. Guidehouse is a Veritas Capital portfolio company, led by seasoned professionals with proven and diverse expertise in traditional and emerging technologies, markets, and agenda-setting issues driving national and global economies. For more information, please visit: www.guidehouse.com.

©2022 Guidehouse Inc. All rights reserved. W357103-A

This content is for general informational purposes only, and should not be used as a substitute for consultation with professional advisors. This publication may be used only as expressly permitted by license from Guidehouse and may not be otherwise reproduced, modified, distributed, or used without the express written permission of Guidehouse.