



Patient Volume Predict

Patient Volume Modeling
for Strategic Decision Making for Marketing and Operations

OVERVIEW

What Matters More – Marketing Activities or Operational Throughput?

Business Problem:

Hospitals and healthcare systems are trying to increase commercial revenue (non-government funded). This is the primary path to sustainable profitability.

Gap:

Most organizations are unable to address this problem strategically due to data dispersion and the analytical model required to establish cause and effect relationships.

Product Concept

A digital tool that assembles, models and predicts the impact of market changes, marketing and operational activities on all-payer patient volumes.

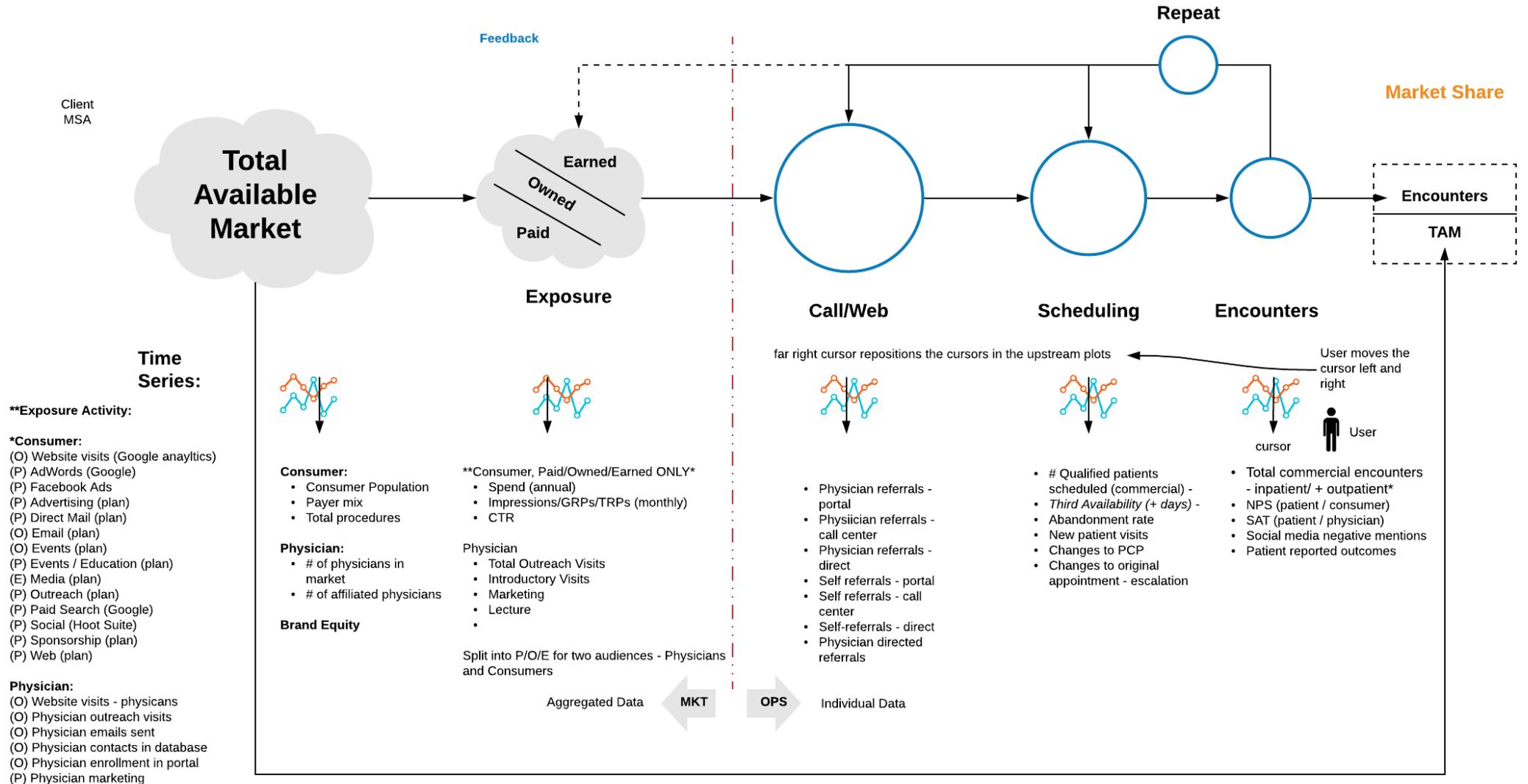
Client Benefit

1. Able to understand their individual and comparative performance to prescribe the marketing
2. Able to identify the operations levers that will most affect volumes.

QUALITATIVE MODEL

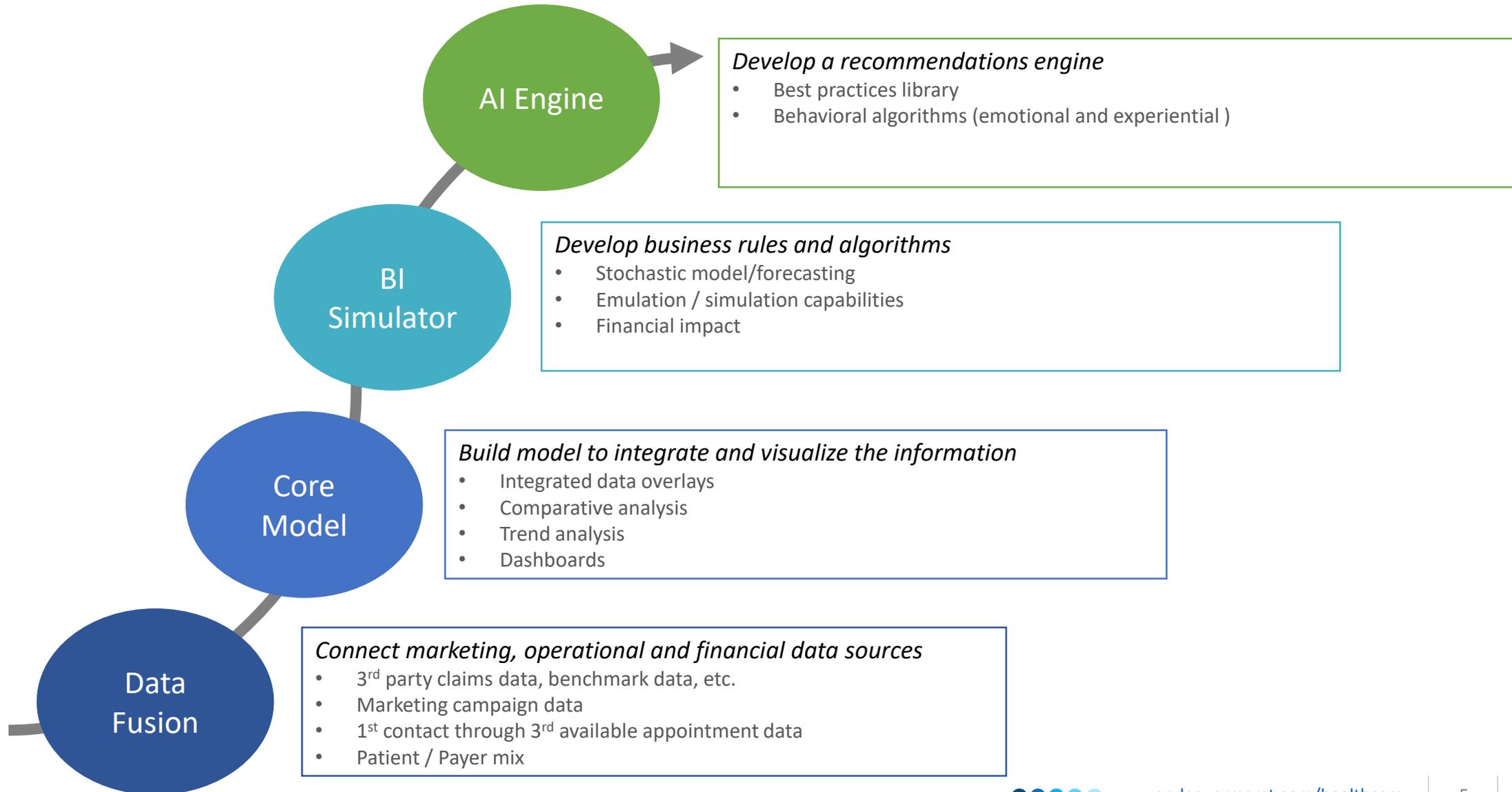
Example from Current Project

Revenue Growth Analysis



PATIENT VOLUME PREDICT™

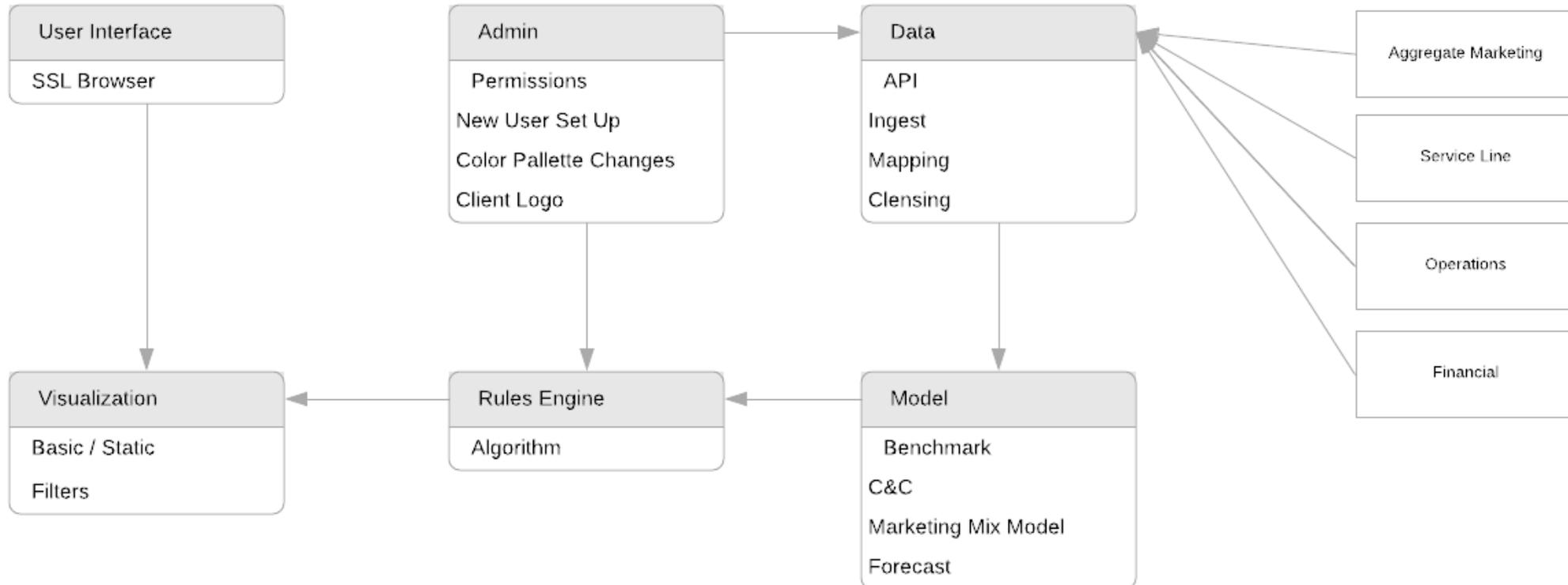
Build an advanced analytical tool that can enable the user to identify, promote and predict target patient flow



SCHEMA

How the Elements Come Together

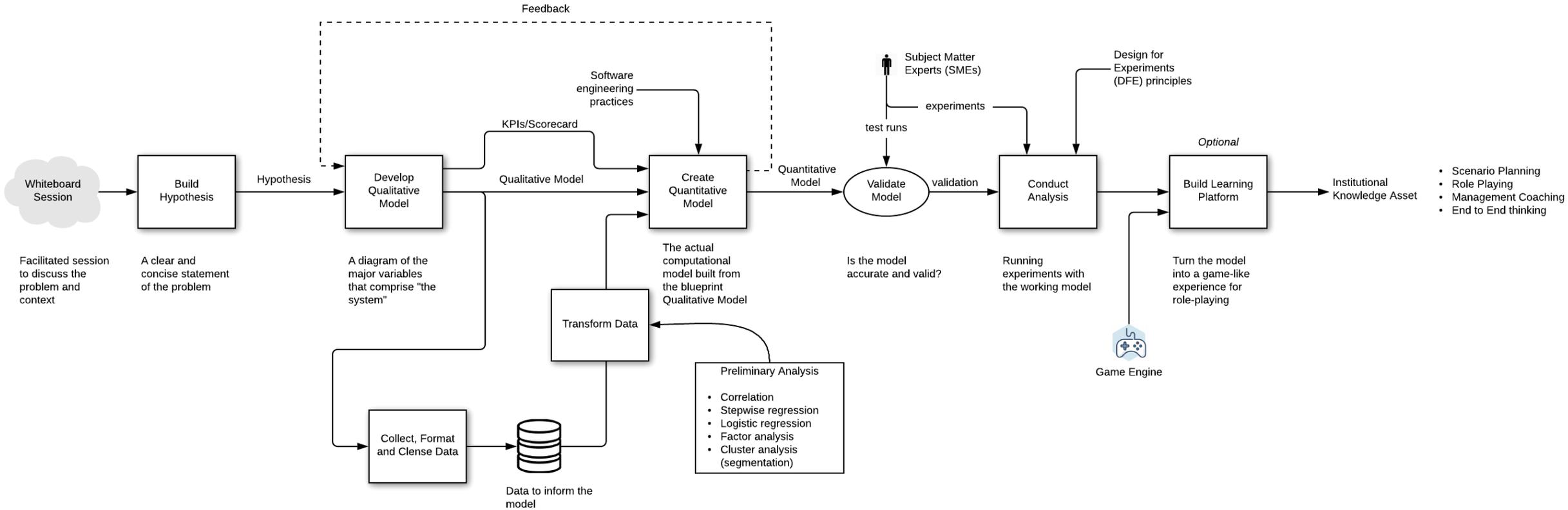
Data Structure



TYPICAL WORK PLAN

Transforming Data into a Learning Platform

A Model-Driven Analytics Process



- Scenario Planning
- Role Playing
- Management Coaching
- End to End thinking

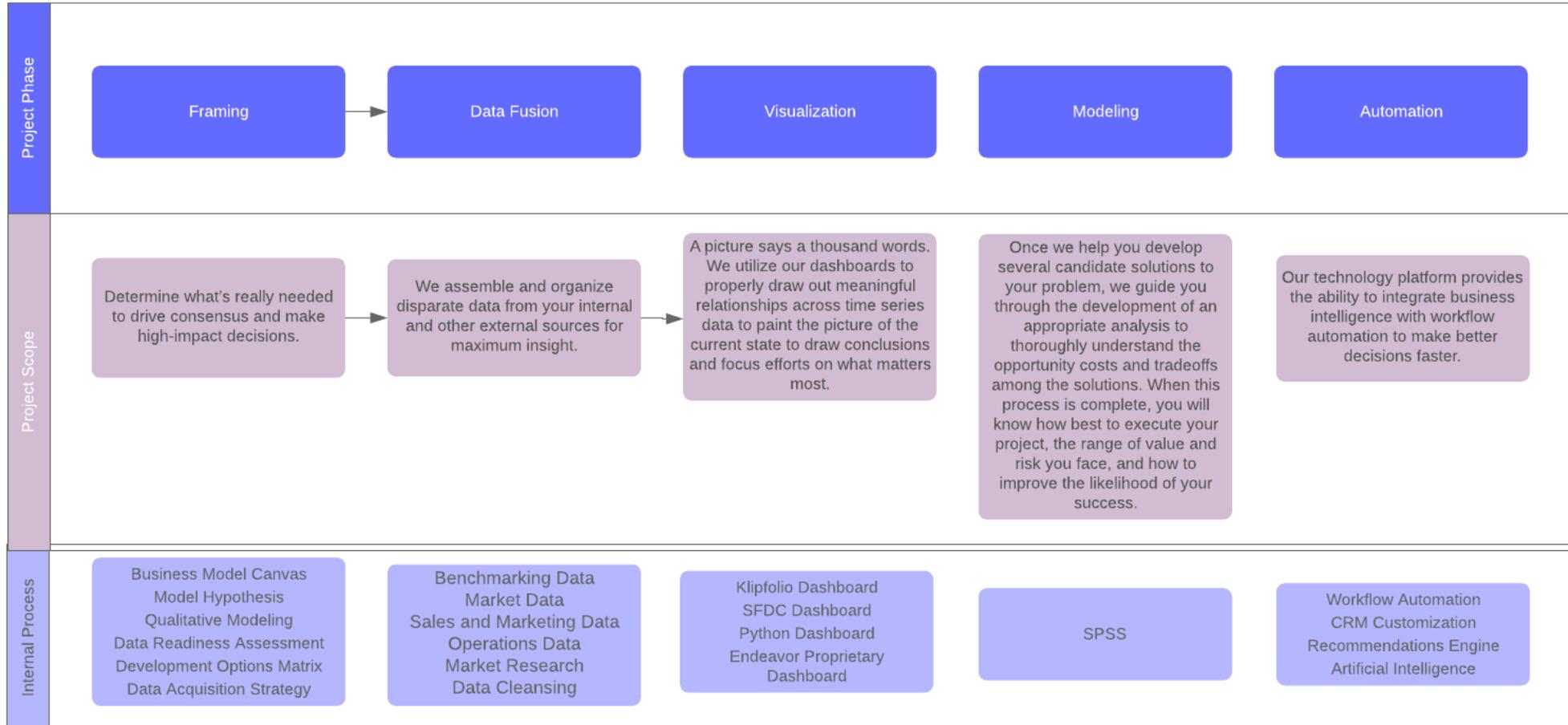


ABOUT US

Our Qualifications

ENDEAVOR ANALYTICS

Scope of Services



ENDEAVOR ANALYTICS

Real-time Integration of Disparate Data

Take Big Data to Big Impact

Leveraging our history of over 60 years in marketing research, we have created technology-enabled tools to help capture voice of the market, customer and employee. Our Insights360 solution will allow you to place listening posts at high priority touchpoints providing you with a 360 degree view of your key stakeholders and influencers. Built on the Salesforce.com platform, you can integrate real-time feedback with operational data for reporting insight within the context of the business environment. In addition, you can incorporate CRM to monitor, track and respond to positive and negative feedback all within the same system. Finally, a single platform for capturing feedback, tracking customer service trends, responding/service recovery and measuring your relationship with your customers.



Armed with customer experience insights, Endeavor Analytics leads CRM design teams to develop systems that meet workflow and business reporting needs; all aimed to enhance the customer experience. This includes a careful examination of end-user needs, identification of operationally critical information, workflow enhancements and data schema. Our requirements documentation can be used for your own programming, with other vendors, or for quality control and training.

Take Big Data to Big Impact. Our Insights|360 solution will take your program to the next level. Going beyond data integration, we work with you to establish a solid measurement program that is in alignment with your business goals and strategy.

We help you identify what data matters most, streamline the process of data integration, then create visually rich dashboards and data visualizations to help you socialize and share insights with your stakeholders.

OUR FIT

Translating Insights to Action

Industry Expertise

Our team includes those who have had leadership experience within healthcare systems addressing the same challenges you have today.

Deep understanding of the healthcare system environment, from the most complex (academic-community partnerships) to most competitive (regionally-based systems).

Research-Driven Insights

Use of proven research tools and frameworks for brand, experience, culture and operations management across industries.

A 50-year heritage of research innovation to drive strategic decision-making.

We bring best practices specifically designed with national leaders in healthcare.

Practical Strategies

Clear and actionable recommendations using insight-driven scenario development to express multiple options.

Consensus-driven decision making processes to ensure the strategy is embraced.

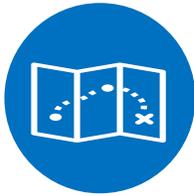
Engagement processes to maximize the potential for advocacy of the strategy, both internally and externally.

We appreciate the unique needs of academic medical centers. With much more at stake in every single interaction with referring physicians understanding their decision factors and aligning your experience to it is paramount. We hope to co-design a research plan and resultant strategy that will elevate service excellence to a level comparable to your clinical and scientific excellence.

Through our decades of experience, we have continually expanded our capabilities to provide the best business value to our clients. We have the capabilities to gather the functional and emotional needs of referrers; refine outreach processes against best practices; and deploy systems to manage that experience. Our objective is to create real business value from this work together.

ENDEAVOR MANAGEMENT CONSULTING

Deliver Experiences that Accelerate Revenue While Optimizing Business Performance



Experience Management

Creating Advocates Through Enchantment

Since the early 90s, Endeavor has been using our experience mapping approach to organize insight development, design engagement strategies, align operations and culture, and monitor the outcomes. [Learn More...](#)

[Patient Experience Management](#)
[Physician Experience Management](#)
[Donor Experience Management](#)
[Real-Time Dashboards](#)



Marketing Strategy

Accelerating Revenues

Endeavor has the experience to guide your strategic marketing efforts with well-executed marketing research and proven methods to design winning strategies. [Learn More...](#)

[Healthcare Growth Playbook](#)
[Healthcare Brand Management](#)
[Digital Insights and Dashboards](#)
[Strategic Planning](#)
[Destination Medicine](#)



Operational Excellence

Optimizing Business Performance

Our team of operations consultants and former healthcare executives have executed strategic planning, transformation, and programs. [Learn More...](#)

[Cultural Transformation](#)
[Financial Analysis](#)
[Revenue Cycle Improvement](#)
[Quality and Patient Safety](#)
[Executive Transition](#)
[Insights360 Performance Dashboards](#)
[Healthcare Expert Advisory Group](#)

ABOUT US

Endeavor

Healthcare market leaders and challengers turn to Endeavor (formerly Gelb Consulting) to advance their strategic objectives. We work collaboratively with our clients to merge market insights and industry expertise to design and implement practical strategies. Our clients keep coming back to us not only for a near-term game plan, but as a long-term trusted partner.

Understanding the What and the Why

Our approach yields direction for our clients to drive advocacy – customers willing to go out of their way to recommend you. This is formed by the alignment of your brand’s promise, your delivery of services and how they are delivered. These create the ideal experience.

We believe that market leadership is based on a keen understanding of the underlying drivers of your customers – whether they be patients, families, referring physicians, donors or employees. Since our founding in 1965, we have continued to innovate identifying industry-leading best practices and deploying the latest research techniques to support our clients’ success.

Making the How a Reality

This is where our experience comes in. Our clients include many of the most recognized and well-regarded healthcare organizations in the country, with a focus the most complex - academic medical centers. We bring best practices and success to the table.

In addition, our seasoned consultants have been in your shoes, having decades of experience serving in leadership positions within healthcare organizations. We understand the challenges of navigating the most challenging of situations – from competitive environments to resource constraints. We work with you to implement practical strategies to accelerate business performance at a pace that’s manageable for your organization.

Endeavor

THANK YOU

We look forward to working with you

Contact



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