GIS for Ambulatory Care Delivery Market Segmentation

As the health care marketplace for ambulatory care delivery continues to consolidate into larger integrated health systems of physicians, hospitals and payors, planning and developing is key to your successful system strategy. How are you getting the most out of your ambulatory care plan that will allow your System to excel in the continually evolving health reform environment?

“...develop an ambulatory care plan that will allow your System to excel in the continually evolving health reform environment...”

Geographic information system (GIS) is a tool that allows us to map your unique Outpatient data at the household level and develop targeted market strategies by neighborhood, compared to zip code level, providing a more detailed analysis due to more detailed geographics. This data is then integrated with advanced market and industry intelligence information to provide targeted areas for growth in specific key outpatient services (e.g. ambulatory surgery, urgent care, imaging, provider offices, churches, etc). The real power of GIS is in the ability to provide observed meaningful geospatial context about your market to help you make the best decision for your organization. In this article, we will highlight how ERDMAN’s advanced GIS capabilities and data analytics allow clients to identify opportunities in their existing markets and analyze new markets.

Hospitals and health systems have historically relied on defining markets by combining zip codes. While this approach has been helpful to visualize patient data, it was constructed using previously defined market segments that are both too large and lacks the detail available using GIS. With GIS we believe there is a more scientific and efficient method to defining the market: market sizing and segmentation by patient. This market definition methodology, long deployed by retailers, provides the ability to define and understand the market and eventually identify sites. At ERDMAN, we are using this new approach to help clients all over the country quickly assess, identify and deploy a more refined ambulatory strategy with the help of GIS. GIS allows you to define customized ambulatory markets based on drive times and natural barriers (roadways, rivers, etc.) in much more detail, without the geography restrictions of zip codes. The world is changing and now is the time to plan beyond traditional inpatient DRG-level (Diagnosis-Related Group) information by utilizing robust ambulatory market analytics.
Market Sizing
Historically, strategic planning has been based on inpatient volume at the zip code level. Since there was limited outpatient data available, internal data and estimated use rates were applied to estimate ambulatory service volume. Today, almost any data can be imported, mapped and analyzed in GIS. ERDMAN is utilizing the latest market intelligence databases along with GIS for more precise outpatient service planning. By taking into account the entire population of outpatient encounters in your electronic medical record and pairing them up with our market intelligence data and mapping process, ERDMAN is able to provide better estimates of outpatient market share and demand for services in targeted geographies.

Market Segmentation
By layering ESRI tapestry segmentations to provide enhanced information and insight into what influences consumer decision making in detailed geographic areas, we can assist you in developing your ambulatory care strategy. With over 60 different tapestry segments, we have found that most integrated delivery systems serve a very diverse population with different healthcare needs throughout their planning area. Thus, the ambulatory strategy may look completely different (e.g. use of hand-held devices, transportation systems, availability and capabilities for self-service, etc.) depending upon the consumers living within a particular region.

Market Analyses
ERDMAN’s market intelligence databases allow for targeted analysis of the following outpatient services.

- Emergency Room encounters
- Outpatient surgery and procedures
- Advanced imaging (CT, MRI, PET/CT, SPECT)
- Cancer treatment (infusions and radiation oncology)
- Physician/provider office visits

Conclusion
Healthcare is changing rapidly and health system development is shifting from building the system to operationalizing the system. The need for advanced ambulatory planning tools to assist decision making is more important than ever. ERDMAN is utilizing the most advanced GIS and analytical techniques in the industry to assess volume, market size and develop precise ambulatory investment strategies with our geographic information system. For more information on how ERDMAN can assist you call Ryan Nestrick at (608) 410-8227 or e-mail rnestrick@erdman.com.

About ERDMAN
At ERDMAN, we believe that the questions of new service offerings, population health, patient experience, new care models, and facilities are not separate, isolated challenges. We believe that by looking at these challenges through multiple perspectives simultaneously, we come up with more effective and efficient solutions. Through our Integrative Thinking, we take on the complex challenges of healthcare to help our clients build healthier communities.