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eNews

Building the Business: Service Line Revenue Growth Strategies

Highlights from our recent webinar featuring Pete Dawson

Increasing competition, changing clinical practices, reimbursement pressures, and the emergence of increasingly savvy healthcare consumers have resulted in greater pressures for organizations to find innovative ways to drive top-line revenue growth for strategic service lines and programs such as neuro services and stroke.

Recently Pete Dawson, COO for The Strategy Group™, offered insights and ideas to create service line growth. He suggests that you first examine your current mix of services and evaluate how much capacity your hospital has for your top procedures/products. Focusing on those areas with capacity, do some brainstorming to understand the opportunities to drive growth. Could any of your stroke-related services be "packaged" in a different way with consumers or physicians to stimulate demand? Are there markets or market segments that you are not currently reaching with your stroke services that present opportunity? Is there an opportunity to link to any other service lines to increase growth?

When evaluating opportunities for growth, answer these critical questions:

- ◆ Are there opportunities to tap into new geographic markets? Can you identify a niche within the targeted audiences for StrokeSense that creates new opportunities (i.e. baby boomer women, older senior executives, African Americans)?
- ◆ Is there an opportunity to expand your physician referral network? What can you do to engage physicians to help drive those referrals?
- ◆ Examine your current mix (diagnostics, treatment, delivery channels) - what do you currently offer? What is the best practice? Is there something you should be doing that you are not? What new technologies and/or treatments are emerging that could present opportunity for growth?
- ◆ What are your goals? What key competencies could you leverage to achieve those goals? What percentage of the business are you capturing vis a vis your competitors?
- ◆ Examine how stroke patients enter your system - many are through the ED. As a result of marketing efforts, are you growing other neuro business through the ED? How can you maximize that effort?

For more information on this webinar topic, [download a PDF copy of the presentation](#) and contact your StrokeSense consultant to discuss ways that you could build on and/or implement Pete's suggestions to build your business.

Building the Service Line with StrokeSense

Your StrokeSense program provides you with unique strategies and tools to assist in growing your neuro services and stroke program. If growing your program is a priority, convene a meeting of

your StrokeSense team for a discussion to ask and investigate the following:

- ◆ **Evaluate your current stroke program offerings.** In what ways can you expand your program offerings? Has anything changed in your competitive market in the last year? What can you do to "up the competitive ante" in your market with regard to your neuroscience program? Use the market assessment tools located in Chapter 3 of the toolkit (Competitive Snapshot and a Competitor Program Assessment Worksheet.)
- ◆ **Evaluate your organization's product strategy - look more deeply.** Are you maximizing the patient experience at each touchpoint along the way? Map out all the touchpoints that a stroke patient experiences. Where are the gaps between the actual experience and your brand promise? Create a plan to address any gaps that are uncovered. Start with the touchpoints that have the great patient impact.
- ◆ **Leverage quality reporting.** Are you utilizing opportunities to leverage your stroke service quality and/or designation as a primary stroke certified facility? What promotional activities will work best in your market for this purpose? How do you rank in this regard against your competitors? (Chapter 6 of your toolkit has several quality assessment tools to assist you in this investigation: Comparative Data Worksheet, Quality Assessment Worksheet and Quality Assessment Tool.)
- ◆ **Build consensus from within to grow the service line.** Take your team through an exercise to identify key stakeholders and determine if you are fully tapping all opportunities to engage referring stakeholders including physicians and/or local EMS. This exercise will assist you in securing buy-in when crafting service line growth strategies. Craft a plan to strengthen relationships with these stakeholders. (Use the Stakeholder's Worksheet located in Chapter 2.)
- ◆ **Use the results of the above investigation to adjust your plan.** Repeat these exercises annually to continually take advantage of those opportunities to grow your neuro service line and stroke program.

Upcoming Webinar in December

Save the Date: December 12th Webinar on "Tight Glycemic Control in Cardiac Surgery"

Join us as nationally-known cardiac surgeon Dr. Robert Kramer, Director of Quality Improvement and Clinical Research in Cardiothoracic Surgery at Maine Medical Center (MMC), talks about the importance of developing an interactive, multidisciplinary approach to glucose control for cardiac patients. Dr. Kramer pioneered MMC's Tight Glycemic Control program. He will address several important topics and provide practical tips on the three phases of developing a tight glycemic control program; how to deliver the tight glycemic control message to clinicians; smoothing the transition from inpatient to outpatient and home care, and more. The webinar will be Wednesday, December 12, 2007 at 1:00 PM EST. [Click here to register.](#)



In the Know

- ◆ [New Device May Expand Window of Treatment for Strokes](#)
- ◆ [The Need for Speed: Two New Studies on Stroke](#)
- ◆ [ASHP Releases New Statement in Support of Warfarin or Aspirin Use](#)

