

## ■ CASE STUDY

# Midwest health system expands ambulatory services across their 45 markets

## ■ CHALLENGE

A not-for-profit health system in the Midwest was looking for ways to evaluate outpatient market share and patient flow to determine the best opportunities to expand its ambulatory surgery center (ASC) footprint. They wanted to get ahead of expected site-of-care shifts in the market by building its own ASCs. With patients spread out across 45 different counties, the health system required insight into outpatient and ASC market share to determine how it were going to prioritize markets for expansion. Previously, the health system had only been utilizing state data, which is limited to inpatient only.

## ■ SOLUTION

To ensure that their ambulatory strategy was well-informed, the health system began using Clarify's analytics software. This suite of offerings delivers on-demand insights on market dynamics, referral patterns, patient flow, rate intelligence, and provider performance. The insights they were able to gather provided a source of truth to assess outpatient and ASC services trends and identify the best markets for expansion.

## ■ RESULTS

To date, the health system has confidently made multimillion-dollar investments to open new facilities across their 45 markets. They will be continuing to track market share growth over time to define the success of their investments.

Additionally, by analyzing market share trends, the strategy team advised leadership on expanding outpatient service lines with significant growth potential, such as oncology and imaging.

## ■ ORGANIZATIONAL IMPACT

**GOVERNANCE**

The team created a referral governance committee which established standard measures on how to evaluate outmigration.

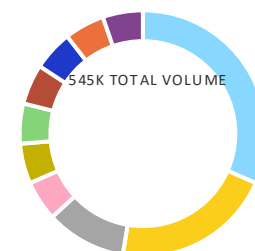
**EXECUTIVE**

The health system CEO is now able to leverage outmigration reports to assess KPIs on physician alignment and patient flow.

**STRATEGY**

The strategy team expects that by expanding several high-volume outpatient service lines, they will be able to boost patient loyalty.

Volume by Health System



- McComick Health Care Group
- Ascendancy Health
- New York State Health System
- First Medical Group
- Central Medical System
- Great Lakes Medical System
- Waterford Health Group
- Acme Health System
- Western State Medical Group

## About Clarify Health

Clarify unlocks the hidden value in healthcare data. Trusted by providers, payers, tech and services, and life sciences companies, Clarify uses the power of data and AI-powered predictive analytics to make complex decisions easier. The Clarify Atlas Platform® is the foundation, leveraging the industry's largest and most robust dataset to map more than 300 million lives and 20 billion data points to surface actionable insights with unparalleled speed and precision.