

Physician Group Expands Footprint and Increases Referrals with MDValuate

Practice Re-Deploys Physicians to Precise Geo-Locations to Capture Referrals Potential Previously Sent to Competitors

BACKGROUND

A well-established physician practice in one of the largest and most competitive markets in the country employs more than 70 physicians across dozens of locations.

THE CHALLENGE

The practice has eight business regions with at least one physician assigned to each region. They have little insight into which sectors are overstaffed or understaffed with their physicians because they do not fully understand the referral volumes they are receiving in relation to their competitors in these areas.

THE SOLUTION

The practice chooses MDValuate's Competitive Market Referral Intelligence solution to give them insight into opportunities to guide staffing in different regions to adequately and accurately accommodate patient volumes.

THE RESULTS

MDValuate correlated zip codes to the practice's business regions to identify referrals potential going to their competitors to guide the following revenue-generating initiatives:

1. PHYSICIAN REASSIGNMENT TO ACCOMMODATE PATIENT REFERRAL DEMAND: The practice then reassigned three (3) physicians that were in one business region that was well covered, to another area in which they saw activity with referral relationships, but they had insufficient presence.

2. INDIVIDUAL HOSPITAL PROXIMITY: The practice asked MDValuate to look at a [very specific hospital location](#), as they knew there were docs in the immediate vicinity to that hospital. The client was looking to see if they should have their doctor(s) have more presence in that actual hospital.

3. NEW PATIENT INFORMATION: MDVALUATE'S "SUPPLEMENTAL MARKET SHARE INTELLIGENCE":

The key to looking at new business:

- "Is there growth in this patient population in this specialty in this specific geographical area?"
- Client used this in conjunction with referral relationship data that MDValuate creates for their practice and their competitors.
- MDValuate then reports on how many new patients our client had vs. their competitors.
- MDValuate's insight shows the client which competitors may be pulling more new patients from common Internal Medicine and Family Practice doctors. Our Client then compares growth of their practice versus their competitor (e.g., They can see that they grew 10% and their competitors grew 50% to help focus their future growth strategy.)