



HIGHLIGHTS

Location:
Springfield, PA

Scope and Services:
The Crozer-Keystone Health System is located minutes from Philadelphia, and has a covered population of almost one million. Crozer-Keystone provides a full spectrum of wellness, prevention, acute care, rehabilitation, and restorative care to the community. The health system comprises five hospitals, a comprehensive physician network of primary-care and specialty practices, and the Healthplex® Sports Club. With more than 1,100 physicians and 7,100 total employees, Crozer-Keystone is the largest employer in Delaware County. The American Hospital Association awarded Crozer-Keystone with a NOVA Award for its excellence and innovation in community health.

Solutions:
Market Expert®

Sophisticated Data Mining Leads Trauma Program to Deeper Understanding of Market

Crozer-Chester Medical Center (CCMC) runs one of Pennsylvania's busier trauma programs, serving approximately 2,500 residents from the tri-state area. Their trauma registry was effective for tracking the trauma/burn patient population served at CCMC, but did not allow for evaluating market share or aggregating community need in the regional service area.

Without this information, it was difficult to align with emergency services in specific geographic areas, measure market share, evaluate expected patient demand, and predict volume trends. Relying solely on the data in the trauma registry had proven ineffective for Crozer-Keystone, and they knew it was time to find a new data solution.

Course of Action

A multidisciplinary team at Crozer-Keystone, including contacts from trauma leadership, medical records, and business development, coordinated to develop detailed definitional sets of ICD-9 codes, E-codes, and other patient identifiers to arrive at valid definitions for each of the trauma and burn populations. Their goal was to measure total market demand by ZIP code, volume trends, and relative draw by other facilities across the more broadly defined region.

With the help of the staff at Truven Health AnalyticsSM, they were able to import the complex combination of clinical codes that defined trauma and burn procedure and then use the custom reporting features in Truven Health Market Expert® to develop a series of applications to apply these definitions to a selected market. The statewide data were run across the three-state service area to arrive at a composite picture of current use. The data were drawn with the intent to inform physicians, trauma and burn service leaders, and facility leadership about current, past, and expected patient demand, and how to best organize service reach and focus across the diverse service area.

The exercise of defining services drove the staff to develop different patient groupings and better understand what kinds of cases are true burn and trauma cases. They now understood how each subset of patients found their way to the

“The detailed analysis of our market and the definition of market share at very specific levels allowed for the creation of strategic plans to best match clinical capability to community need.”

Paul Casbergue

AVP, Business Development
Crozer-Keystone Health System

trauma center and the relative composition of patients for each service. Being able to quantify total market allowed for definition of market share down to the ZIP code and patient-type level of detail. This detailed analysis also allowed the clinicians to view the market use using maps, not only for that service area, but for other facilities working within and at the edges of the service area. Finally, measurement of use by ZIP code allowed for the trauma service staff to develop a specific set of strategies for tightening alignment with Emergency Medical Services in specific geographic areas.

Results

This project enabled Crozer-Keystone to compensate for incomplete data in their trauma registry. Ultimately, they were able to develop a detailed understanding of the current market and meaningfully plan for the best matching of clinical capability to community need.

The formulation of the measurement methodology has resulted in several initial outcomes, the results of which are currently driving analysis and development of additional market strategies:

- Offered discrete quantification of total market for the medical center
- Helped shape and guide hospital planning groups in understanding current total market and patient consumption
- Informed development of strategic initiatives to preserve current market share and align services with community need

In 2011, Crozer-Keystone Health System was acknowledged for its accomplishments in the pursuit of excellence in Strategic Planning and Marketing with a Truven Health Healthcare Advantage Award in Strategy and Growth. The Healthcare Advantage Award was established in 2005 to honor and recognize customers who have used solutions and tools from Truven Health Analytics to achieve outstanding success at their organizations.

FOR MORE INFORMATION

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