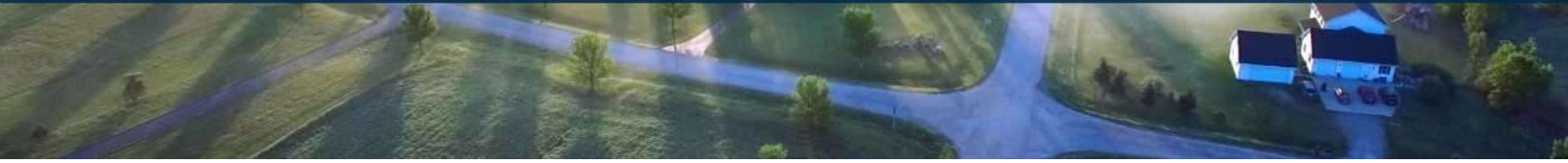




# Outmigration and Market Assessments

*Assessing and Understanding Rural Provider Performance*



**The Chartis Center for Rural Health** delivers the leadership expertise needed to help rural providers, health systems, associations and state networks develop and implement performance improvement initiatives. Our unique approach, solutions and rural expertise has helped more than 750 rural and Critical Access Hospitals leverage a sophisticated analytics framework to guide strategic and operational decisions.

Today's rural providers must confront socioeconomic and health disparities within their communities that present new challenges for the delivery of care. Add to that increased pressure from competing facilities and patients' willingness to seek treatment farther from home. These factors require rural providers to better understand each facet of their market, from population demographics and trends, to patient outmigration down to the service line level.

Leveraging advanced market-based analytics and the Hospital Strength INDEX® framework, The Chartis Center for Rural Health has developed customized market assessments which shed new light on market dynamics and allow providers to analyze utilization patterns within primary, secondary, and potential target service areas. Among the strategic questions these assessments are designed to address are:

- *How much market share could be gained by recruiting a new surgeon?*
- *What is patient leakage within a primary service area? Where are patients going and for which services?*
- *How are the population dynamics of a community changing and are the services in place to support these patients in the future?*

***Market assessments shed new light on market dynamics and help leaders better understand utilization patterns.***



The Chartis Center for Rural Health offers three different types of market assessments:

- **Patient Outmigration:** A detailed analysis of patients from a hospital's service area(s) who are seeking treatment at another facility. This assessment provides detail into patient leakage volumes, associated service lines and expected revenue impact.
- **Medicare Market Assessment:** A detailed analysis of market share factors for both inpatient and outpatient Medicare cases. This assessment explores strengths and weaknesses within service areas at the DRG and procedure code levels, as well as in-market population health dynamics.
- **All Payor Market Assessment:** Similar in scope to the Medicare Market Assessment (e.g. inpatient and outpatient cases, comparative analytics at the DRG and procedure code levels) but offering a much broader scope to encompass all payor types. In-market population health dynamics can also be incorporated into this assessment.

## **Experts in Rural Healthcare**

The Chartis Center for Rural Health has developed an experienced project team to facilitate hospital and network performance Improvement initiatives. CCRH team members possess enormous healthcare experience and have worked closely with rural and Critical Access providers on strategic initiatives to improve Quality, Patient Satisfaction, Outcomes and Financial performance. Reach us at [inquiry@ivantagehealth.com](mailto:inquiry@ivantagehealth.com).

*The Chartis Group® (Chartis) provides comprehensive advisory services and analytics to the healthcare industry. With an unparalleled depth of expertise in strategic planning, performance excellence, informatics and technology, and health analytics, Chartis helps leading academic medical centers, integrated delivery networks, children's hospitals and healthcare service organizations achieve transformative results. The Chartis Center for Rural Health (CCRH) was formed in 2016 to offer tailored services, performance management solutions, research and education to rural hospitals and facilities.*