

Near-term strategic growth: Tiller-Hewitt

Improve access while driving network optimization, physician engagement, patient retention and rapid impact strategic growth

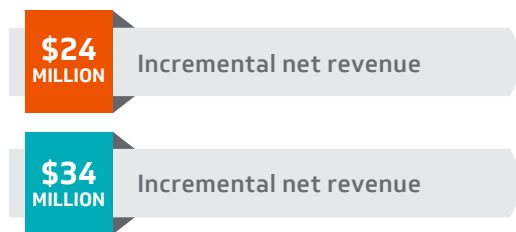
Landscape

Healthcare leaders know that strategic growth is mission critical to the health of their organization and vitality of the communities they serve. Yet, they face sobering financial predictions and fiercely competitive headwinds.

Studies report that two-thirds of healthcare executives said it's likely or very likely that by 2028, their hospital or health system would lose at least 5% of its market share to disrupters that are not in their market today. Many leaders see this disruption already in their marketplace. Organizations need a fundamentally new approach to combat financial pressures, emerging competitive disrupters, and shifting consumer and physician expectations.

The Tiller-Hewitt solution sparks near-term growth and the rapid recovery of strategic business. By generating return on investment in the now, you can position—and pay for—initiatives that will sustain your healthcare organization's competitive advantage and financial health far into the future.

Year 1 return on investment



Source: Case study results of rapid impact strategic growth for two health systems

Deliver network optimization and physician referrals

Tiller-Hewitt HealthCare Strategies has built the industry-leading process for assessing, developing and implementing successful strategic growth programs that deliver return on investment in three steps:

1. Discovery and strategy assessment

One hundred percent of Tiller-Hewitt's strategic growth readiness assessments uncover substantial near-term strategic growth opportunities. Engaging key stakeholders and conducting deep data analysis are essential to determine whether the current state of access, capacity, clinical staffing and geographic expansion potential meet the criteria to support desired growth.

Our team delivers deep insight into external claims, market share and internal referral data. We uncover the immediate opportunities to unlock hidden capacity, eliminate barriers to access, mitigate leakage, and prepare the organization for immediate and measurable growth in strategic referrals.

The strategic growth readiness assessment engages stakeholders across operations, marketing and business development to deliver objective insights and spark collaboration and teamwork. It's an essential step to leveraging best practices, achieving buy-in and delivering guaranteed results of a rapid impact strategic growth initiative.



2. Growth strategy playbook and resource recommendations

The next step is developing a rapid impact growth strategy playbook in partnership with senior leadership, service line operations, clinical and marketing teams. The playbook prioritizes service lines that align with the organization's current strategic vision and offer the best opportunities for near-term growth.

Priority service line growth plans are based on a deeper-divide analysis of provider-level referral and productivity data, service line access, and referral processes. We identify areas where targeted rapid cycle performance improvement projects are needed to remove barriers and prevent bottlenecks from becoming choke points.

In collaboration with your marketing and business development teams, we build your game-changing playbook for a data-driven outreach program strategy supported by laser-focused provider targeting, new or updated sales collateral and referral tools, and best-in-class physician liaison training.

Recommended resources include the Tiller-Hewitt TrackerPLUS intelligence and physician relationship management platform, which maximizes the program's efficiency and effectiveness as the team's central source of market intelligence, outreach activity and referral data analytics.



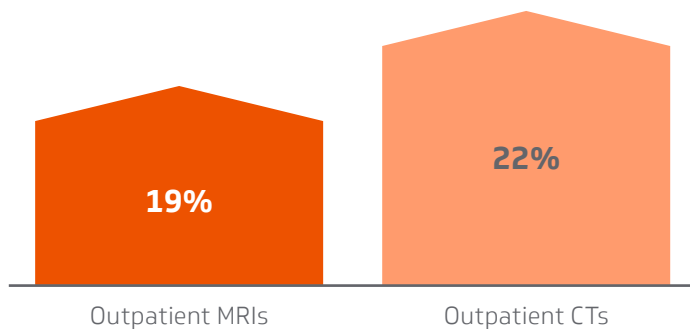
3. Implementation and management

Research shows that 70%-90% of strategies fail due to poor execution. But moving into the execution phase with Tiller-Hewitt, you're assured that cross-functional service line growth teams align around rapid impact growth goals. We unlock access and capacity to provide providers and patients with the path of least resistance to these services, and launch our best-in-class professional outreach program. This is a powerful differentiator, with physician liaisons trained to be trusted advisors and engines of strategic growth who deliver higher-value solutions to your provider teams and patients.

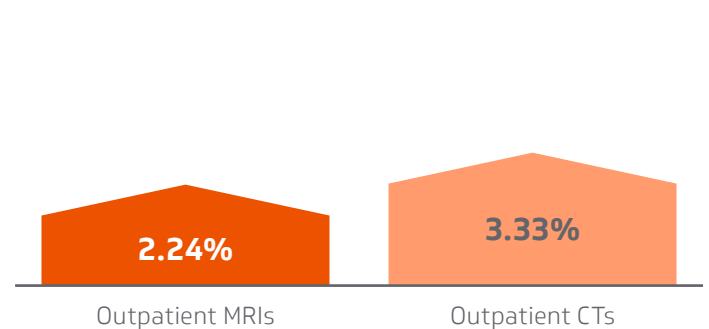
As a full-engagement program, we guarantee near-term return on investment by building strategic market share and generating millions of dollars in incremental revenue.

This rapid impact strategic growth solution hardwires your organization with data insights, collaborative processes, referral tools and a high-performance physician liaison team to drive near-term results and long-term strategic growth.

Double-digit imaging growth



Strategic market share growth



Note: Return on investment data is based on Tiller-Hewitt case studies. Sources: January 2023; Society for Health Care Strategy & Market Development. *Futurescan 2022-2027: Health Care Trends and Implications*. 2022; Tiller-Hewitt. Case studies. Accessed May 2023. <https://www.tillerhewitt.com/case-studies/>

► To learn more about Consumer Innovation and Tiller-Hewitt resources, contact Jon Barlow at jon.barlow@vizientinc.com or (972) 910-6129.

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