

## THE CLIENT

Large Health System in the Southeast

## SERVICES PROVIDED

[Strategic Planning](#)

[Market Analysis](#)

[Service Differentiation](#)

## THE CHALLENGE

Increase market share and profitability.

## THE SOLUTION

Regents began the study by performing a market analysis in a nine county area to determine outpatient market demand by demographics as well as by competition, modality and utilization by zip codes of the service area. This report revealed a dominant market share in three counties. Regents provided a list of three target locations to be considered in developing new outpatient imaging service facilities.

Regents also provided an assessment of the hospital's existing medical imaging services to determine customer service, staffing, facility and equipment needs related to the current and projected market demand. All components of patient interaction and workflow were reviewed including scheduling, registration, transport, departmental testing and reporting. Regents' process included:

- Market and Competitor Analysis
- Assessment of Current Operations
- Facility & Technology Evaluation
- Customer Service Evaluation
- Financial Analysis & Benchmarking
- Identification of Target Opportunities
- Development of Service Differentiation Standards
- Identification of Acquisition Candidates in Market
- Development of Market Strategy and Goals
- Development of a Marketing Plan

## THE PAY OFF

Regents' findings and recommendations resulted in:

- ✓ Identification of new location opportunities for market dominance
- ✓ Increased profitability and efficiencies in existing service locations
- ✓ Creation of offensive positions in underserved markets
- ✓ Increased capacity and throughput in existing operations
- ✓ A five year capital investment and marketing strategy
- ✓ An increase in net revenue of 12% over base year