



# An ACL Repair Case Study

MII Healthcare Provider Predictive Scorecard  
(HPPS)

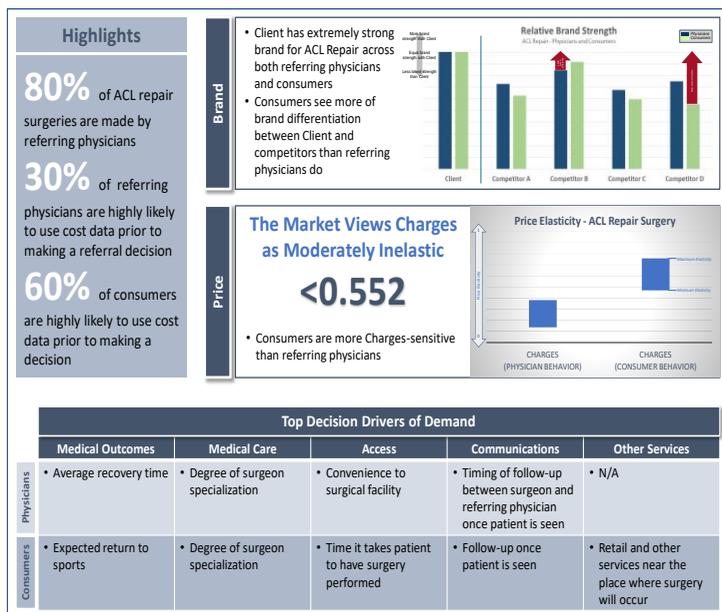
# ACL Repair Case and HPPS Scorecard

As a market leader in ACL repair, the Client was concerned about protecting their local market share as well as wanting a deeper understanding of the premium their leading-edge repair technique could garner in the marketplace. HPPS's proprietary research method was used to collect novel data from commercially insured consumers and referring physicians. In doing so, MII determined that:

- *Price sensitivity (as measured by price elasticity) of referring physicians and consumers (i.e. the price elasticity of the market)*
- *Client's relative brand strength in this market for ACL repair*
- *Services and features that consumers and physicians value most and the impact of improving each one individually and in different combinations*
- *Expected volume shifts under different future market scenarios.*

The HPPS scorecard provides two levels of detail: at the executive level (overview), top-line results are summarized for the three main categories of **brand strength**, **price elasticity** (% change in volume/% change in price), and **other decision drivers** along with relevant highlights about other important decision-maker behaviors, perspectives, priorities, etc. gleaned from the market. The Summary Scorecard reveals that the Client has a stronger brand than its competitors, the market is moderately inelastic (insensitive to changes in price), and both referring physicians and consumers will change their current behavior if presented with improvements in any of the decision driver categories relative to the current ACL repair offering (e.g. improve the average recover time, hire surgeons with more subspecialties). At the second level, results are shown in greater detail for each individual section of the Summary Scorecard revealing deeper, market-specific insights about brand strength, price elasticity and key decision drivers from the referring physicians' perspective and the consumers' perspective.

## HPPS Scorecard Overview



## HPPS Scenario



Scenarios are also included among the deliverables and are designed to provide insights based on changing multiple features at one time. They can be characterized either by actions that the Client takes or competitors take. In the example scenario, the Client continues to improve outcomes by building upon the previous improvement.

- *The overall lift by improving all three outcomes is estimated to be 26%*
- *Most of this volume increase is from improving the Return to Sports*
- *The least influence on behavior is decreasing the Likelihood of Arthritis*

## About Us

**Hospital Industry Data Institute (HIDI)** provides timely access to data and information services for hospitals to support their strategic planning, advocacy and health policy initiatives since 1985. A not-for-profit organization founded by the Missouri Hospital Association, HIDI understands state hospital association's commitment in providing excellent service to its members. Through HIDI, your association can continue to serve member hospitals' increasing needs for high-quality data sources through HIDI's data collection, analysis and dissemination. Through partnerships with state associations, HIDI continues to build on its expertise in data collection and reporting services as staff shares its knowledge and best practices with colleagues. This arrangement allows HIDI to work as a silent partner as it designs and implements customized reports to meet your organization's unique needs.

**Market Innovations, Inc. (MII)** is a strategic advisory firm that works with product and service companies to improve their revenue-earning / profit potential. We are a team of social scientists who help organizations find insights to address some of their most pressing business challenges. We use an integrated framework that employs principles and practices from strategic planning, behavioral economics, marketing, statistics, operations research, and financial accounting in helping healthcare clients address high stakes issues. With MII, you spend less time debating assumptions and opinions, and more time implementing your chosen strategy with confidence. Let us help you reduce the risk of change and unleash the economic value of innovative ideas designed to help you compete on value.

**Contact Us  
for More  
Information  
about HPPS**

Brian Waterman, PhD  
VP Analytic Solutions, HIDI  
4712 Country Club Drive  
Jefferson City, MO 65102-0060  
573.893.3700 x1413  
bwaterman@mhanet.com

Steve Kutner, PhD  
Market Innovations Inc.  
10 Union Street  
Natick, MA 01760  
508.651.7000  
www.marketinnovationsinc.com