

What if...

- you could measure the key elements that drive value for your system?
- you really understood how vulnerable you are to competitor actions?
- you could predict how changes to one of your healthcare products would impact growth from a market behavior perspective?



As a healthcare leader, you understand the challenges of achieving growth in the face of today's disruptive market forces. Compressed reimbursement, increasing price sensitivity, and increasing rivalry due to consolidation and new entrants are changing the dynamic of your business. Pressure from regulators, payors, and employers to maximize patient value per dollar of expenditure is further shaping the market landscape.

Keeping Score in Today's Market

Competing in today's market requires a new business model. Effectively responding to future service demands in your market will increasingly require understanding of what matters to referring physicians and consumers. How do they select a facility for treating a patient's medical condition? What decision drivers matter most?

This new model also requires a thorough understanding of key elements that drive value. Measuring these factors is critical to understanding your brand equity, vulnerability to competitor actions, and potential for specific changes to drive growth. Whether your healthcare product is an ACL repair, MRI, labor and delivery, inguinal hernia repair, or other area of care, **you need to keep score in order to predict your next move.**