

We know in healthcare that provider access matters to patients but often don't know which aspects of access matter the most. Is location more important than time it takes for a patient to be seen by a specialist? Is timing more important than convenience? And, if timing matters, then how fast is fast enough compared to what is currently offered? What if you could quantify the impact of decreasing the time it takes the patient to be seen by the specialist has on expected volume?

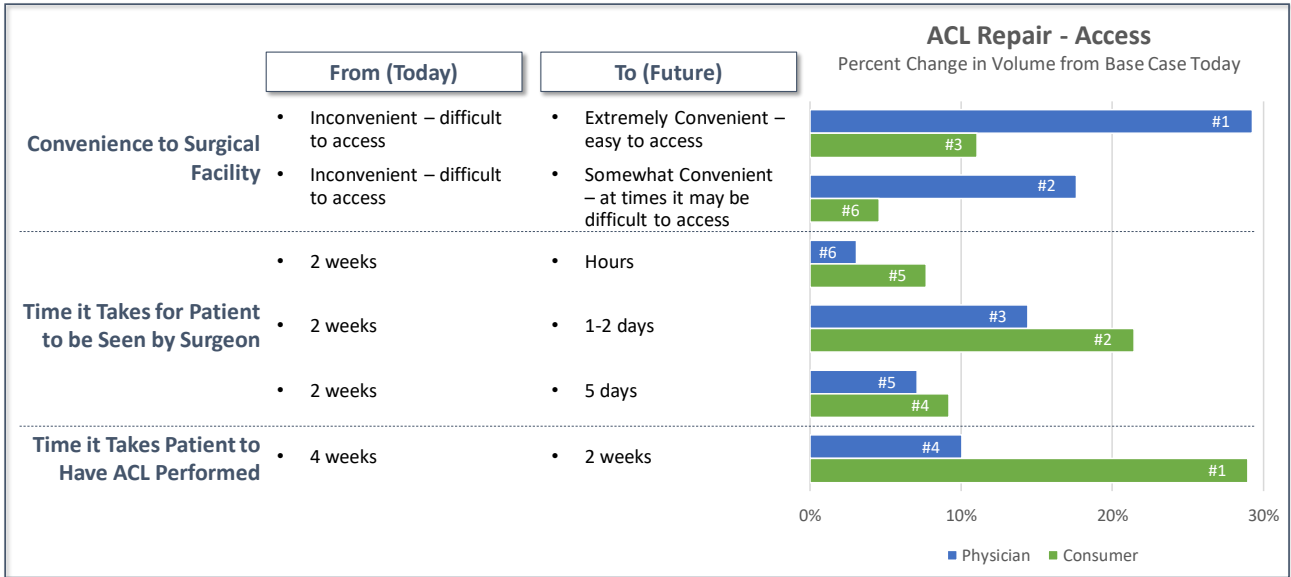
These are questions that MII's Healthcare Provider Predictive Scorecard (HPPS) can address for your organization. HPPS informs strategic decisions about your care products (e.g. ACL repair, MRI of the brain, appendectomy) by measuring the impact that access to the healthcare provider would have on physician referral decisions and patient care venue decisions, thus enabling your organization to better *compete on value*.

Finding Out Where Access Matters in an ACL Repair Surgery

MII applied HPPS to a Client's ACL Repair and evaluated access as a feature of physician referral decisions and of consumers' choice of provider. MII tested convenience to the surgical facility, time it takes before the patient is seen by the surgeon, and time it takes for the patient to have the ACL repair performed. Overall, access visibly acts as a decision driver for both referring physicians and consumers.

The graph below illustrates how forms of improved access relative to current state can affect volume. The blue bars are the results for the referring physicians and green bars are the results for the consumers. Key takeaway findings from this example include:

- Among physicians, convenience to the surgical facility is the most important access driver in their referral decision, and more specifically, improving the current accessibility from somewhat convenient to extremely convenient will create about 1.7x the volume
- On the other hand, consumers place much more emphasis on time rather than convenience. The time for the patient to have the ACL surgery performed is by far the most important feature, creating an almost 30% lift in consumer-driven volume
- Consumers also want to have the ACL repair performed as quickly as possible
- The ideal elapsed time for consumers to be seen by the surgeon is one to two days; it is nearly as important as the timing associated with having the ACL repair itself. It is less desirable for the consumers to get in to see the surgeon within hours (too soon) or more than five days (too long) – one to two days is optimal.



These HPPS results helped the Client make decisions about where to invest their dollars when it comes to providing greater access to both consumers and referring physicians as steps to grow market share. This information illustrates the critical importance of access as a basis for *competing on value* within the healthcare industry.