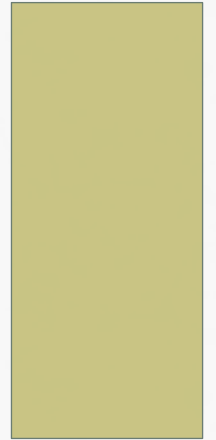


# HOW RESEARCH GUIDES BUSINESS DECISIONS IN HEALTHCARE

EXETER HEALTH RESOURCES  
A CASE DISCUSSION



# EXETER HEALTH RESOURCES

- Exeter Hospital
- Core
- RVNA

- **35 Community Service area**
- **2,300 staff**
- **\$300+ million revenue budget**
- **5,000 inpatient admissions**
- **30,000 emergency room visits**
- **65,000 patients cared for by Core Physicians**
- **Charity and Community Benefit Funding \$24m**
- **Magnet Hospital and “Most Wired”**

# HEALTHCARE - AN INDUSTRY IN TRANSITION BUT BEHIND THE CURVE

- A look into the past...
- Data Rich/Information Poor
- Silos
- Clinical not Consumer Focused
- Privacy versus Integration
- Very detailed clinical data for a small slice of the pie

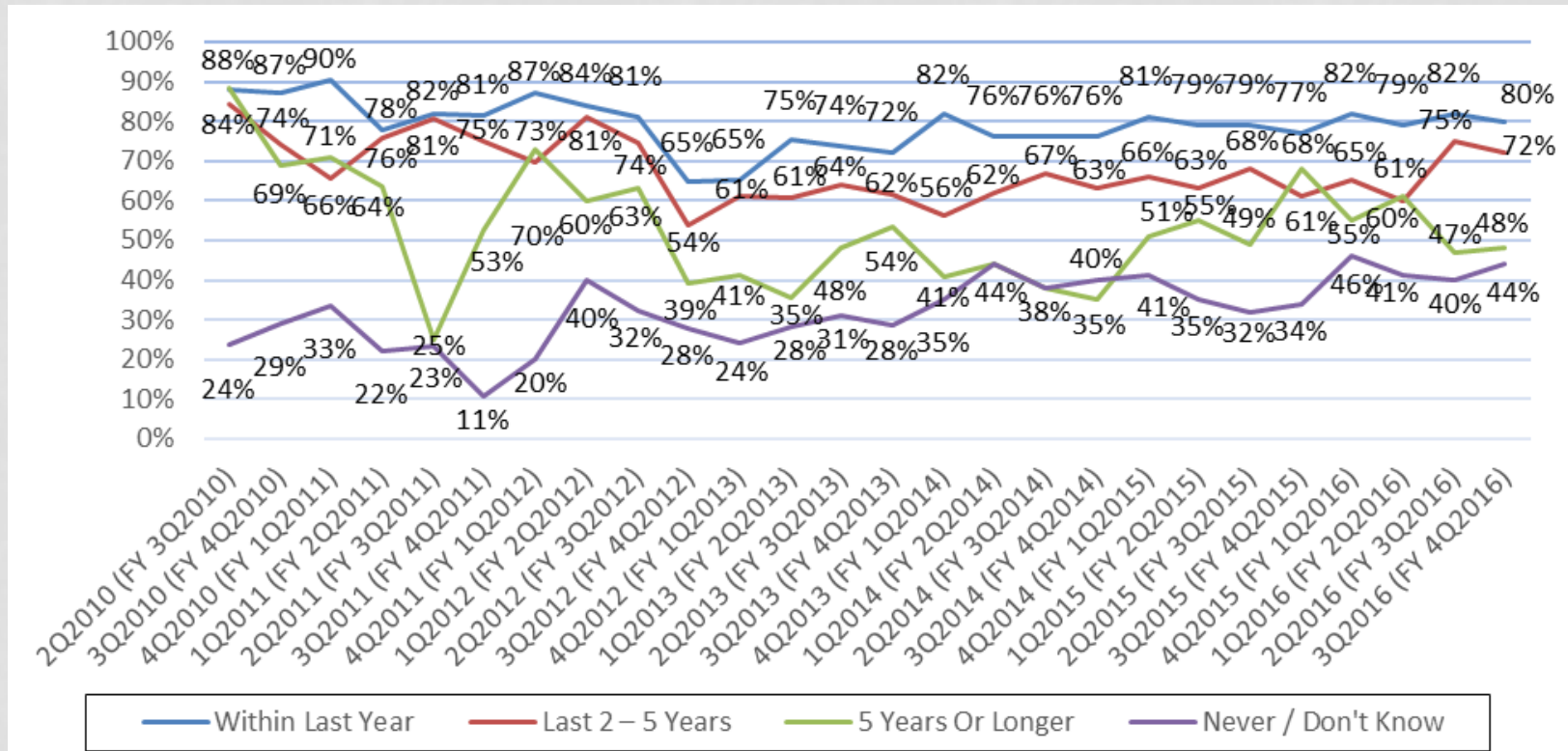
# HOW DO WE USE DATA TO SUPPORT BUSINESS DECISIONS?

- Community Need
- Population Health
- Incidence
- Broad Market Data
- Opinion Data
- Quality Data
- Satisfaction Data
- Employee



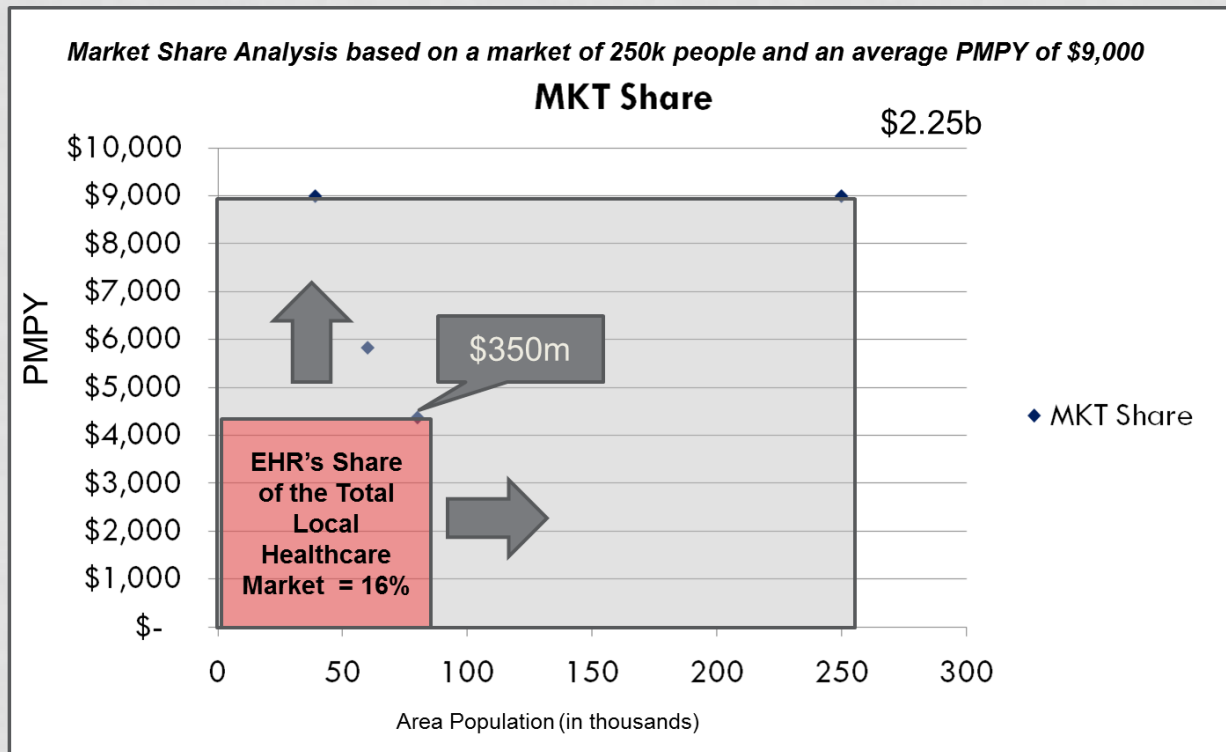
# EXAMPLES

- Responding to Public Crisis



# OTHER EXAMPLES

- Portfolio choices
- Geographic Growth/Access



# OTHER EXAMPLES

- Service Redesign – Readmission
- Marketing Success
- Community Need – Suicide prevention

# VISION -WHERE DO NEED TO GO

- Population Health
  - Identification
  - Coordination
  - Predictability
  - Engagement
- Market Data Driven by Claims
- Consumer Data to Drive LT Relationships (CRM)
- Coordinated Public Health Data

Caveat – Immature data driven systems are catalysts for positive change AND lead to unintended consequences



## WHAT DO I THINK THE FUTURE OF COMMUNICATIONS MEASUREMENT ENTAILS?

- *In healthcare I think it means becoming much more sophisticated about our understanding of our relationship with the people we serve. We need to understand them not just as patients but as consumers and individuals. As healthcare struggles between opposing forces of market driven fragmentation and the need to evolve into coordinated providers of population driven health, we need to move from an episodic transactional relationship with to a longitudinal, long-term, multidimensional one with our healthcare consumers. Communication measurement and data will help drive that transition.*