CASE STUDY
Developing a Patient Navigator Program

Recommendations
After the initial market research phase, the Fox MC team concluded that Home Health Care and Federally Qualified Health Centers represented the most advantageous opportunities for HSMA to pursue. By digging deeper and conducting first person interviews with a variety of senior personnel in different healthcare sectors, the Fox-MC team identified Patient Navigation as a significant source of unmet demand within the community.

Patient Navigation affords HSMA the opportunity to diversify its revenue streams by capitalizing on existing competencies while limiting risk exposures. By taking advantage of industry shifts driven by the Affordable Care Act, HSMA can accomplish its goal of expanding service offerings while also advancing its mission of fulfilling unmet need in the community.

Results
Since the conclusion of the project, the HSMA Board adopted Fox MC’s strategic plan. HSMA will move forward with Fox MC’s implementation and due to the outcomes of the project, a new job was created.