Case Study - Strategy Consulting

Business Plan for Temple Health’s Heart & Vascular Institute

Key findings included the following:

- Due to recent trends, the U.S. healthcare market focuses on service-line models. This includes patient empowerment, outcome-based reimbursements, and a move to outpatient care.
- While the inpatient cardiovascular care segment shrinks, TU Health continues to gain market share.
- The spirit of collaboration at THVI attracts many top physicians and keeps morale high.

Recommendations

Based on these and other findings, the Fox MC team recommended that THVI optimize screening programs by incorporating a comprehensive screening program into its business plan. The team also recommended that THVI increase its online presence and physician liaisons to increase referrals.