FOX | MANAGEMENT CONSULTING

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Case Study - Strategy Consulting
Business Plan for Temple Health's Heart & Vascular Institute

Heart & Vascular Institute
TEMPLE HEALTH

Client Profile
Temple Health has established the Temple Heart and Vascular Institute (THVI) - a patient-focused home to engage patients and their physicians in the lifetime management of heart and vascular diseases. With a goal to break down barriers that have prevented an integrated approach to maintaining and improving cardiovascular health, THVI launched in January 2014. Eliminating boundaries between cardiologists and surgeons, doctors and nurses, and inpatient and outpatient services, THVI aims to define a new paradigm in patient-centered cardiovascular care.

The Project
After a year of operations, THVI had a clinical team positioned to thrive, but still needed a concrete business plan to successfully compete in a regional, and national, environment. Fox Management Consulting (Fox MC) developed a plan that both guided THVI's growth and served as a tool for engaging prospective donors.

Research
The Fox MC team conducted primary and secondary research to assess the Philadelphia-area inpatient cardiovascular market, examine methods that would grow THVI's market share, and benchmark best practices among other cardiovascular integrated service lines throughout the US.

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.

PCPs - RELATIONSHIP MANAGEMENT IS KEY

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