

## Our Approach

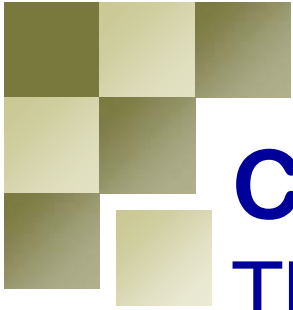
# Community Needs Assessment for Physician Services Planning Process



# Community Needs Assessment

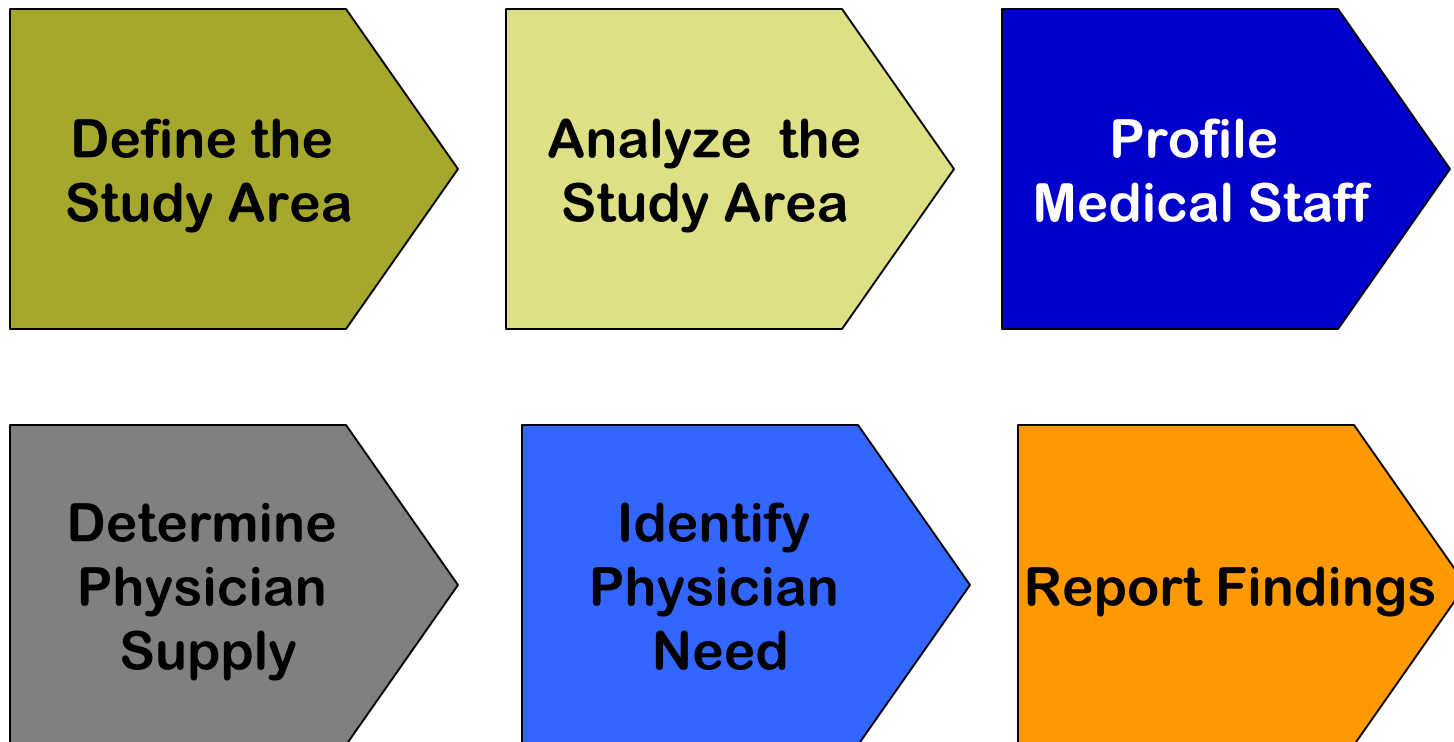
## The Objectives

- Meet governmental & regulatory documentation requirements
- Determine community need for physicians in various specialties based on published benchmark studies and service area conditions
- Identify physician transition needs based on existing physician composition
- Gain input & consensus from the physician community
- Document the hospital's recruitment and retention goals
- Align recruitment needs with the hospital's service line and strategic plans



# Community Needs Assessment

## The Process

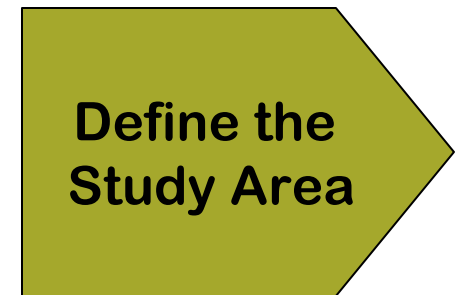




# The Process

## Define the Study Area

- Identify primary (& secondary) service areas
  - Based on patient origin
  - Compare to hospital's traditional service area
  - Gain consensus on study area to evaluate
- Review the hospital's plans for the future
  - Strategic plans
  - Service line growth objectives



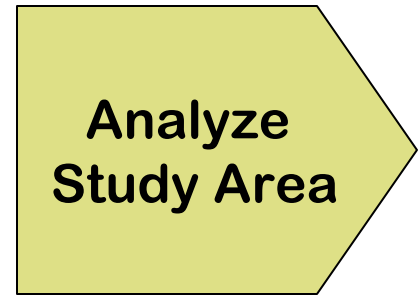


# The Process

## Analyze the Study Area

### ■ Conduct an assessment of the study area

- Comprehensive demographic analysis
  - Current & projected population
  - Age, gender, ethnicity, income, education
- Primary service area share
- Payer mix
- Community health status
- Service line demand projections





# The Process

## Profile the Medical Staff




- Analyze medical staff composition
  - By specialty, age, gender, office location, board certification, and hospital status
  - Identify gaps of service within a specialty
  - Identify any vulnerabilities
- Conduct physician interviews
  - Representative sample of primary care & specialists
  - Include hospital administrative and clinical management as appropriate
- Conduct a written medical staff survey
- Determine perceived needs for recruitment, planned retirements, quality perceptions of medical staff



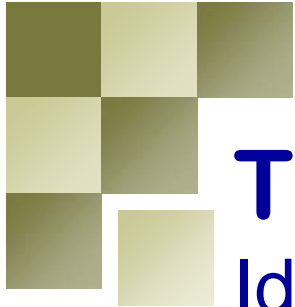
# The Process

## Determine Physician Supply in Study Area

- Inventory physicians by specialty
  - Start with a database of physicians in study area
  - Compare to medical staff roster, *Yellow Pages*, medical association rosters, etc.
- Call all practices in study area
  - Confirm FTE counts
  - Verify other accessibility issues as needed
    - Wait times for appointments
    - Open to new patients and payer classes
- Develop a master list of physician supply by specialty



Determine  
Physician  
Supply



# The Process

## Identify Physician Need

- Use various published physician-to-population studies to determine a range of need in the study area
  - Results in range of physician shortage/surplus
- Apply what we've learned in interviews and study area analysis to modify ratios as needed
  - Physician need is based on qualitative as well as quantitative analysis





# The Process

## Report Findings

- Document findings for:
  - Number of physicians needed by specialty
  - Medical staff succession planning
  - Gaps in physician coverage by location
  - Recruitment and retention strategies
- Present written plan and presentation of findings & conclusions





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