

AMBULATORY STRATEGY

A new reality...



Most health systems now derive a majority of their enterprise revenue from ambulatory care.



Sg2 hears from you...

43%

We have a designated ambulatory strategy executive.

46%

Our chief goal for ambulatory strategy is to drive growth and revenue.

20%

We now offer some outpatient total joint procedures.

Sg2 US Outpatient 10-Year Growth Forecast

+15%

...Demands deeper rigor.

Inventory and map known competitors,

but verify your hunches with robust ambulatory data.

Prepare for surprises.



Compare existing market share

to untapped opportunity by service line. Avoid mismatched investment of resources.



4-5

Highly Desirable

2-3

Moderately Desirable

0-1

Minimally Desirable

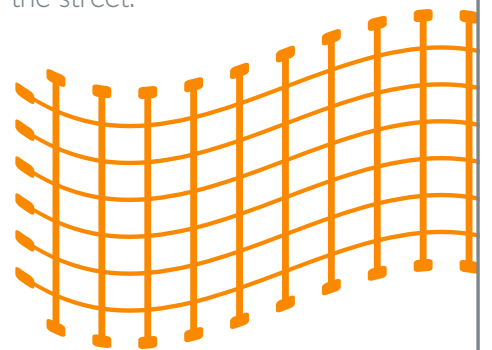
Rank markets

according to five factors

- Current need
- Future demand
- Demographics
- Financials
- Qualitative insights

Cast a wide net for stakeholder input.

Seek opinions from the c-suite to the clinic to consumers on the street.



Now you're ready to:



Advance mission and vision



Build on strengths



Improve the System of CARE

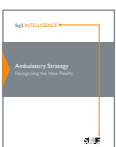


Expand reach



Establish a new presence

Sources: Impact of Change® v14.0; PharMetrics; CMS; Sg2 Analysis, 2018.



For a deeper exploration of ambulatory strategy, including a detailed methodology illustrated with Sg2 sample data and case studies, please see the Sg2 report *Ambulatory Strategy: Recognizing the New Reality*.

sg2
health care intelligence