

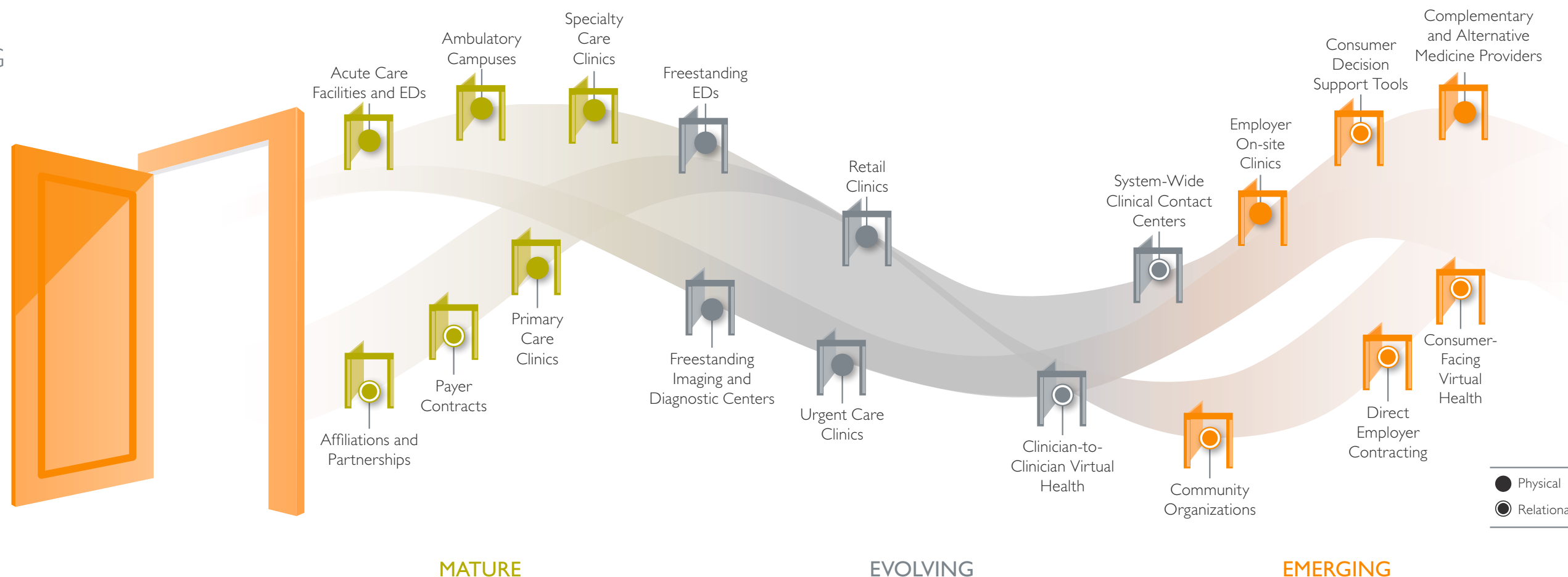
SWING W I D E YOUR FRONT DOORS

Provider systems can no longer wait for patients to turn up on the hospital doorstep.

Back when inpatient services were health care's center of gravity, the ED and physician referrals offered chief points of entry into a health system. But today's complex markets call for a broader channel strategy—opening wide and optimizing all potential “front doors” to the System of CARE. A well-designed channel portfolio not only draws new consumers in, it maximizes the likelihood that those who have interacted with your system will choose it again. Both of these core functions are essential to support sustainable growth, whether you operate in a fee-for-service environment or a value-based one.

MATURE TO EMERGING ACCESS CHANNELS

Channels historically have been sites, but the concept has expanded to include broader means of influencing access, care coordination, patient experience and consumer decision making.



As you fine-tune your access strategy, the right channel mix can help you stay nimble, maximize impact and avoid buyer's remorse.

Appreciate how well-designed channels drive growth.

Consumer acquisition attracts and engages those new to the system; consumer retention motivates those who have interacted with the system to stay loyal. Both are critical.

Master foundational principles and nuances of channel design.

Core considerations, such as a strong focus on consumer experience, apply across systems. Strategy should also be tailored by markets, service lines and targeted patient groups.

Anticipate the strengthening impact of the retail marketplace.

Traditional wholesale channels—primary care, the ED, payer contracts—still matter. But retail channels that directly support consumer choice and convenience are steadily gaining ground.

Expect to experiment.

Successful systems will navigate uncertainty with a skillful blend of ongoing maintenance for well-functioning access points, corrective measures to improve suboptimal ones and flexibility to extend their reach via new channels.

To learn more, read the Sg2 report [Expanding Access Channels to Drive Growth](#) or email membercenter@sg2.com.

