

How will value-based payment affect your market?

How do you properly plan, site and size facilities?

Will your inpatient growth outpace your competitors'?

Where should you focus expansion initiatives?

Which clinical programs are positioned for growth?

How will consumerism impact growth?

Sg2 Impact of Change[®] Demand Forecast

Anticipate Growth Opportunities
Across the System of CARE

A FORECAST FOR THE FUTURE OF HEALTH CARE

As health care's shift to value accelerates, sound projections of future demand are essential for successful strategic planning. The Sg2 Impact of Change forecast provides a detailed look at how changes in population, payment, policy and clinical care will

alter inpatient and outpatient demand year over year for the next decade, allowing you to plan for the short- and long-term. Since 2002, thousands of hospitals and health systems have relied on it to accurately anticipate future opportunities and risks.

1. Sg2 USES MULTIPLE DATA SOURCES TO ESTABLISH BASELINE VOLUMES AND EMERGING TRENDS.



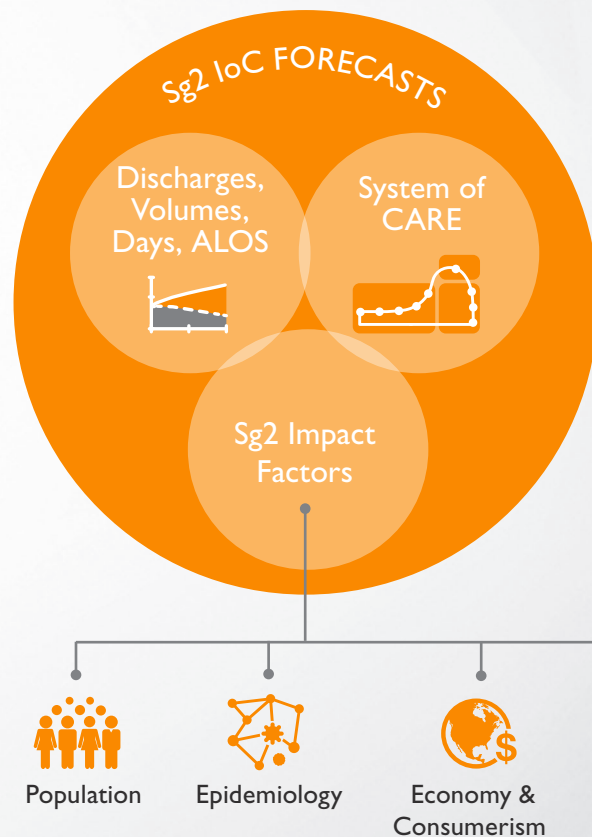
2. Sg2 ANALYZES INPUTS, ORGANIZES DATA INTO CLINICALLY RELEVANT CATEGORIES.



The Impact of Change focuses on the complexity of the transformation happening in today's health systems. It systematically incorporates the impact of key developments to ensure that you don't

miss the big shifts—the trends that will reshape demand for health care services. Sg2 uses multiple quantitative and qualitative sources to create the industry's most robust and complete forecast.

3. Sg2 ANSWERS YOUR QUESTIONS USING OUR MULTICOMPONENT FORECASTS.



Localized, Disease-Based Forecasting

The approach, including our CARE Grouper methodology, results in over 20,000 discrete forecasts at the disease and procedure levels, providing you the detail and specificity needed to respond to shifting market pressures and maintain market relevance.

Beyond Traditional Trending Models

Health care utilization is driven by an array of interconnected impact factors. Sg2's clinicians, economists, strategists, policy experts and technology experts collaborate to analyze the individual and cumulative ramifications of these factors.

Analytics and Expertise: A Critical Intersection

Sg2 integrates the Impact of Change into our full suite of intelligence resources. Whether you're looking for growth opportunities or to right-size your service lines, you need to translate data into meaningful stories to drive decision making—Sg2's events, expertise and publications help you do exactly that.

Sg2 supports Impact of Change users with an experienced service team, including a dedicated account manager to ensure that you're maximizing the forecast's capabilities. This highly skilled individual helps you interpret data, uncover trends, and incorporate Sg2 intelligence and expertise.

ANTICIPATING THE NEEDS OF A CHANGING INDUSTRY

The Impact of Change is updated annually to ensure it is based on the most recent data and incorporates our latest expertise. Sg2 conducts ongoing quality analysis and studies the accuracy of the forecast compared to real market data.

Proven Projections

The Impact of Change's track record of accurately anticipating critical trends is unparalleled in health care.

2001

Predicted rapid shift of inpatient procedure (CABG) to outpatient interventional cardiac procedure (PCI)

2006

Anticipated declining inpatient NICU volumes following 30+ years of growth

2008

Predicted the shift toward outpatient care when conventional wisdom suggested an inpatient boom

2010

Predicted high, long-term growth in emerging endovascular procedures for ischemic stroke

2014

Projected that total joint procedures would undergo a significant outpatient shift

Enhanced Functionality

The Impact of Change is constantly evolving in response to shifts in market needs and priorities.

2001

The forecast is introduced

2005

Outpatient forecasting is added

2008

Forecasts are grouped by disease and procedure

2012

The forecast can be viewed by site of care

2013

Physician supply and demand are incorporated

2014

A virtual health forecast is made available

2016

Ability to quantify chronic and comorbid disease burden in your market is added

2017

Hyperlocalization functionality is launched

Your Single Source for Market Data Solutions

Sg2, a Vizion company, is the health care industry's premier provider of market data and information. Our analytics and expertise help you understand market dynamics and capitalize on opportunities for growth.

Learn more about the Impact of Change: 847.779.5600 | learnmore@sg2.com | Sg2.com

