

Achieving Business Success — Case Studies

Case Study 1 — Margin Increase

Client Profile — Seven physician group practice in southeastern Michigan

Key Challenge — Managing practice profitability in a challenging business environment – dual pressure of decreasing revenues and increasing costs

Objective — To provide strategic direction towards enhanced profitability by evaluating overall practice efficiency, physician productivity and cost structure

Solution — Analyzed all revenue streams and expense items, benchmarked against industry standards, assessed physician productivity and presented viable options (modified cost structure, including an incentive-based physician compensation model) that led to more than doubling margins over 3 years

Case Study 2 — Practice Growth

Client Profile — One of the leading and quickly flourishing hospitalist groups providing high-quality, acute, inpatient care services in southeastern Michigan with a strong focus on academics

Key Challenge — Enhancing the quality and amount of patient care along with revenues in the midst of a depressed economy, as well as identifying additional opportunities for growth

Objective — To set and execute a relevant strategic roadmap, with specific research in the current evolution of the health care space, for their long-term growth and development

Solution — Established a forward-thinking business strategy and financial model while understanding the initial context of the organization, clearly structured the institution, enhanced operations and attaining double-digit revenue growth

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