



# BUSINESS DEVELOPMENT GROUP (BDG)

## CASE STUDY

# COMMUNITY HOSPITAL IMPROVES INFORMATION ACCESS BETWEEN HOSPITALS AND DOCTORS

## EXECUTIVE SUMMARY

### THE CHALLENGES

#### BDG INVOLVEMENT WITH HEALTH CARE SERVICES:

Medium sized community hospital dedicated to its population providing:

- ▲ Hospital care
- ▲ A network of dedicated physicians and health care affiliates
- ▲ Individual and community care to patients and their families by offering health-centered programs
- ▲ Low cost services for the economically disadvantaged

Medium sized community hospital competing with multiple hospital systems wanted to establish a competitive advantage by examining the current state of the hospital and physicians' community's ability to access information

- ▲ Hospital and physician groups were not sharing files in timely manner
- ▲ No electronic system was established between the hospital and its physician groups
- ▲ Patient care was suffering due to lack of immediate information sharing
- ▲ There was no process map of current or required information access needs

### SOLUTIONS

BDG worked with the hospital as it

- ▲ Created a survey that defined hospital and physician group information access needs
- ▲ Conducted focus groups to ensure valid survey findings
- ▲ Facilitated agreement between physician groups and hospital regarding information access needs

### IMPACT ON CLIENT'S BUSINESS

Achieved the following improvements in the health care system

- ▲ The Finance and Strategic Planning and Communication Director became fully aware of the current state of communications and the ideal of immediate access.
- ▲ The physicians and community became aware of the importance of access to critical information. A plan of action for the hospital and physician community to share information was created and documented