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Market Insights for Consultants

Guide organizational transformation and performance improvement with current, detailed, and extensive benchmarks and insights

In the competitive world of healthcare consulting, firms must constantly deliver unique and differentiated value to clients. They must position themselves as authorities by delivering strategic insights that others lack.

Market Insights offers monthly data from more than 4,000 healthcare entities, including over 1,600 hospitals and 135,000 physicians nationwide, to give you the most objective and current view into the evolving healthcare landscape. Leveraging these insights, you can accurately compare your clients' performance to peer organizations, set improvement targets, guide organizational change, and evaluate the success of transformation efforts.

Maintain your competitive advantage with access to the industry's most current market data, spanning the full care continuum, with unsurpassed detail in labor, productivity, revenue, expenses, and more.

Identify market shifts and improvement opportunities with near real-time precision

The data refresh regularly to show metrics from the prior month, so you can quickly identify and guide your clients' response to industry trends, such as the expansion of virtual care or workforce challenges. The monthly updates give immediate visibility into action plan impacts, creating more time to course correct if needed.

Leveraging data collected directly from financial and operational systems, Market Insights provides the industry's most timely analytics thanks to our expansive data science innovation engine that illuminates insights and accelerates performance improvement.

Key Capabilities

- **Source:** **Data harvested directly from healthcare organizations' business systems**
- **Current:** **Data updated monthly**
- **Size:** Data from more than 4,000 healthcare entities, including over 1,600 hospitals and 135,000 physicians
- **Breadth:** Acute care, non-acute, and physician
- **Detail:** Variety of data subscriptions available based on your needs, such as financial/operational, clinical, capital, and physician
- **Methodology:** Objective apples-to-apples comparisons leverage modern data science techniques
- **Delivery:** Online report portal, direct data files, or Comparative Analytics

Broaden your value with insights across the care continuum

The latest metrics from across the entire health system — acute care, non-acute, and physician practices — support a broad range of engagements. Access to this data lays the foundation to diversify and expand your engagements, deliver more value to clients, and help them implement meaningful change.

Market Insights provides key performance indicators across the most extensive range of services and departments

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available in benchmarking today. Metrics go beyond acute care to include outpatient, physician practices, imaging centers, home health, hospice, skilled nursing facilities, urgent care, ambulatory surgery, and more.

The data set includes key financial, payroll, and patient and labor utilization measures from the largest, most market reflective cross-section of hospitals, departments, practices, and specialties for comparison. Help your clients maximize reimbursement through successful management of value-based programs, and perform deeper profitability analysis using net revenue, productivity, and compensation data for physicians and advanced practice providers.

Data subscriptions of metrics include:

Financial/operational: Improve budgets and financial forecasts and guide strategic operational improvements with data harvested monthly from healthcare business systems. Detail includes revenues, expenses, labor, productivity, span of control, and volumes across more than 40 acute and nonacute entity types.

Physician: With robust comparison data from 135,000 physicians across 10,000+ practice departments, improve profitability and productivity using a variety of dimensions, including investment and net revenue per physician FTE, practice financials, specialty, and geography. Available data include provider compensation, productivity, and support staff analysis so you can examine compensation with benchmarks by specialty and region.

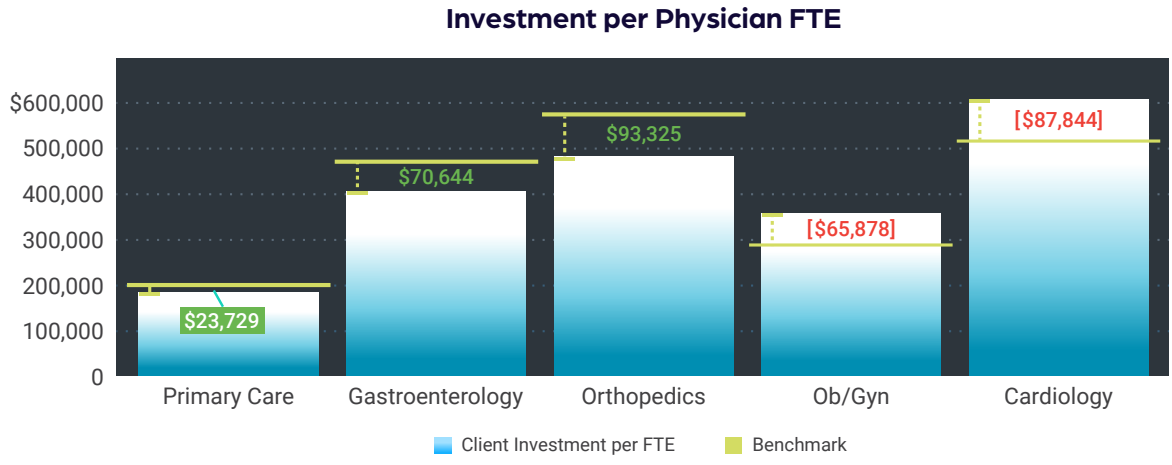
Physician demand: Evaluate the demand for physicians by specialty at the state, county, and zip code levels. Data from multiple sources are cross-referenced to project the number of physicians needed to meet demands for the current year and over a five-year forecast by geography.

Cost and margin: Pinpoint performance improvement opportunities using market-based insights to highlight areas for growth and cost savings. Cost data are standardized across health systems using the StrataSphere Cost Model, and the data set only includes health systems with mature costing methods. Benchmarks from more than 450 hospitals include actual payments, median total cost, median direct cost, median margin total cost, and median margin direct cost.

Service line and procedural volumes: Identify volume trends nationwide to drive performance improvement using the Sg2 service line and procedure volume data. Details include monthly and daily volumes for Sg2 service line and procedure volume data for more than 115 health systems and over 600 facilities. These facilities include

IMPROVE YOUR CLIENTS' FINANCIAL PERFORMANCE

With access to financial performance metrics for 130 physician specialties, 350 departments, and 100 job classes, you can compare your clients to peers regionally and nationally to pinpoint specific areas for improvement and measure progress toward goals.



short-term and long-term acute care hospitals, psychiatric hospitals, children's hospitals, critical access hospitals, and rehabilitation hospitals – providing a broad cross-section of American healthcare in every region of the United States.

Capital spend: Use nationwide capital purchase benchmarks from healthcare organizations to help justify capital purchases and determine equipment needed to remain competitive. Aggregate capital spend, capital analysis, operations impact, project status, and vendor information directly from 600+ hospital information systems.

Evaluate your clients' operational performance against industry benchmarks

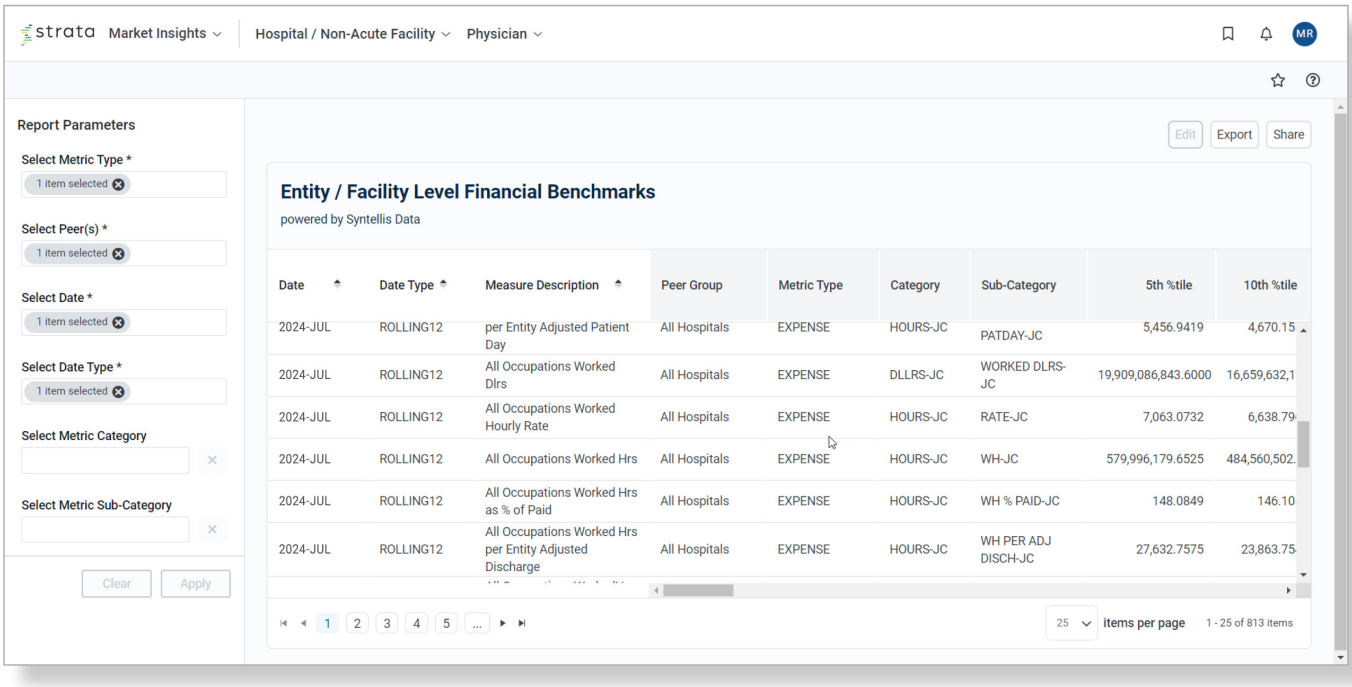
Easily identify clients' problem areas and develop effective action plans. Market Insights helps you quickly spot operational, financial, and clinical performance improvement opportunities so you can focus corrective strategies on areas with the most significant impacts. Set goals for incremental improvement using better-performing peers as the target. With 20 peer percentile targets per measure, you can develop achievable improvement action plans.

Work faster and smarter with data delivery options that meet your needs. Choose from a user-friendly online portal, monthly file imports into your firm's business intelligence tool, or process your clients' raw data through our data science engine into Comparative Analytics for the most robust, automated client analysis – saving you time that's better spent advising clients.

Market Insights makes continuous improvement investigation and conversations easier by giving you the market context you need to ensure a healthy bottom line for your clients.

LEVERAGE BENCHMARKS FOR CONTINUOUS IMPROVEMENT

Choose from a variety of metrics, peer groups, date ranges, and other parameters to display benchmarks for a targeted set of hospitals, and then export findings in a format to meet your analytic needs.



Visit our website to learn more about Market Insights or request a demo.