

A photograph showing four medical professionals in a meeting. Two men in suits are on the left, and two women in scrubs are on the right. They are gathered around a table, looking at a laptop and some papers. The image is semi-transparent, allowing the text to be overlaid.

# DISCOVERING HIDDEN HEALTHCARE OPPORTUNITIES IN THE MIDWEST

In 2010, Buxton entered a partnership with one of the only large, independent, non-profit medical clinics in the United States. This Midwest clinic employs more than 700 physician specialists and an additional 7,000 support personnel across its 50 locations, which offer more than 80 specialties and subspecialties to its 375,000 unique patients annually.

## CLIENT:

- Large, independent, non-profit medical clinic

## HEADQUARTERS:

- Midwestern United States

## QUICK FACTS:

- 700 physician specialists and an additional 7,000 support personnel on staff
- 50 locations offering more than 80 specialties and sub-specialties
- 375,000 unique patients annually

## The Situation

The clinic was faced with a common dilemma and turned to a specialist, Buxton, in hope of a remedy. The clinic had a significant amount of unstructured data, but didn't know how to turn it into structured, useful information to answer important questions. They needed a proven solution that would provide insights to help the organization make better, more informed decisions.

## Buxton's Solution

Buxton recommended two solutions for the client: patient profiling and market distinction – both of which were enhanced through the use of a datamart. As a repository for all of the clinic's data, the datamart provides a continuous feedback loop for timely measurements and analyses, and delivers in-depth answers to precise questions in a matter of minutes.

## Patient Profiling

Buxton's patient profiling solution provides the answers to questions such as "who are our patients?" and "can we segment them into meaningful and distinct groups?"

Through Buxton's analysis it was revealed that the client's patients could be categorized as three distinct types, each clearly differentiated beyond basic demographics.

These three types were:

- Farming in Place: 51%
- Self-Reliant Women: 31%
- Our Families: 18%

Using the accompanying insights associated with each category, the clinic was finally able to explain to physicians and staff who their patients really are.

The insights also allowed the client to create more targeted advertising campaigns, with casting decisions that reflect the type of people with whom patients are most likely to identify. Finally, the client was able to better direct its communications through the channels that patients prefer.

## Market Distinction

A market distinction study was used to settle an internal debate: is City "C" different from our other markets? And should we close our operations there? The analysis revealed that City "C" is indeed different from the rest of the clinic's market.

For example, the population of City "C" has a higher income than the population in the clinic's other trade areas. The city also has a slightly younger population, and households are slightly more likely to have children than communities in the rest of the clinic's network.

As a result of this analysis, the clinic knew exactly who to target – down to the household level. It also revealed that City "C" presented a tremendous opportunity for growth, as long as expansion and marketing strategies were properly positioned.

So rather than closing facilities, the client decided to dig deeper and evaluate questions such as:

- What services should we offer?
- How should we market to this area?
- Which are the right households to target?

## Marketing Campaigns

With the insights from Buxton's analysis, the clinic began to execute targeted marketing campaigns by service line and by market. They also began a physician deployment optimization program to refine the services offered at each facility.

Using Buxton's datamart allows the clinic to continuously study patients, which is paramount to managing campaigns, testing different marketing messages, and indentifying problem areas and solutions faster.

Simply put, with the datamart, the clinic has increased knowledge of what works and what does not work – and the reasons why.

## Interested In Learning More?

Buxton's patient analytics for healthcare real estate and marketing services can take your healthcare organization to the next level. Contact us today to learn more.