Opportunities

Demographics

Projected Sales Growth

Marketing Potential

Network Distribution

Population Increase
for 10 Years

Traffic Data

Soil Composition

AN **EFFECTIVE STRATEGIC** HEALTH CARE PLAN STARTS WITH GIS

esri | THE SCIENCE OF WHERE

Become the Trusted Health-Care Choice by Incorporating GIS into Your Strategic Planning

Health organizations must truly understand the communities they serve in order to deliver quality service and become trusted partners for community health. Primary- and specialty-care clinics, hospitals, and other health-care delivery organizations can differentiate themselves when they embrace a geographic approach that allows them to address gaps in service, prioritize underserved populations, and improve operational efficiency. Esri is the leader in spatial thinking and pioneers the geographic information system (GIS) technology for health organizations to better align and deliver services, understand competition, effectively reach target markets, and execute their strategic plans with confidence.

Organizations can leverage GIS to

- Understand demographic trends to evaluate community needs.
- Analyze service gaps to improve equitable outcomes.
- Manage facilities to improve operational efficiency and patient experience.
- Enhance market development to maintain sustainable growth.
- Meet regulatory requirements.

# 5 Ways To Leverage GIS To Improve Your Organizations Strategic Planning

1 Understand Health and Demographic Trends to Improve Business Planning

Providing the best health care starts with organizations that understand the personalized needs of their patient population and the communities in which they live. Applying a geographic lens takes the guesswork out of business development and strategic planning. Health organizations must understand where current providers and allied health services are in relation to health-care trends, patient demand, demographics, and lifestyle makeup. Esri is the leading provider in demographic, community, behavioral data to help you improve communications, target new markets, expand operations, and market your services to those in need.

With Esri's GIS-based authoritative data, you can

- Target and tailor communications to increase relevancy and interest.
- Create a balanced marketing plan to secure new patients.
- Provide an equitable portfolio of services to meet community needs.
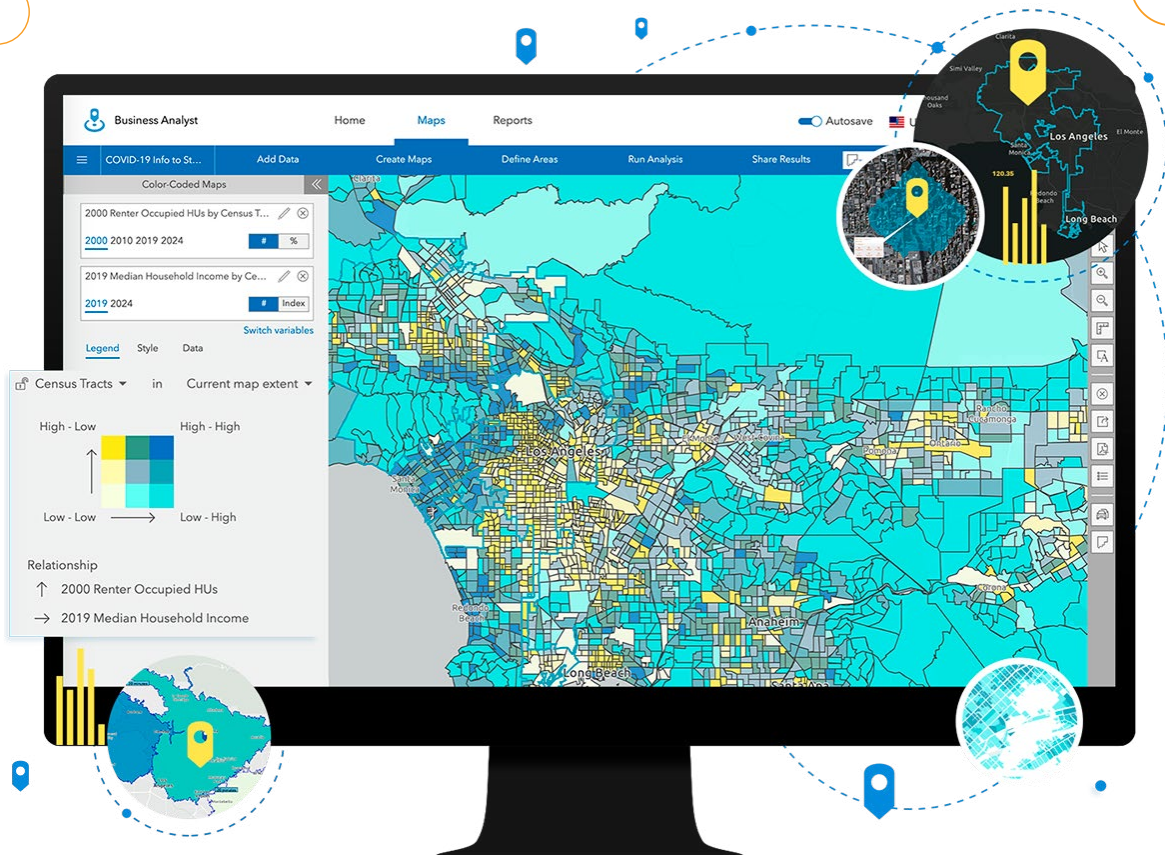
2 Build a Comprehensive Analysis of Your Service Gaps to Improve Community Health

Ensuring sustainability and profitability comes from a deep understanding of your existing services as compared to the community's needs. Using a geographic lens, healthcare strategists can identify communities that meet, exceed, or fail existing service levels. Analyzing service gaps in communities allows health organizations to identify new untapped markets. GIS gives you the ability to analyze your area, connect people to services, and expand your market reach.

Use GIS to analyze service gaps by

- Understanding variations in markets trends to identify and target patient needs.
- Identifying opportunities for expansion and rethinking service mix.
- Developing strategies to maximize existing facilities, personnel, and offerings.

This information provides insight into all levels of an operation and help develop a localized approach to understand individual markets.

1. From which primary ZIP codes do we draw patients?

2. What are the different levels of our service area?

3. How far are patients willing to travel?

3 GIS Can Place You Where You Need to Be

Are your campuses and facilities providing the best return on your investment? Successful health organizations use advanced location intelligence technology to provide the optimal patient experience, track assets, manage capacity, ensure efficient patient navigation, achieve operational efficiency, and control costs.

GIS improves operational efficiency by optimizing

- Patient navigation from parking lots to clinics to avoid late arrivals to appointments.
- Facility maintenance and capacity management to help you make informed decisions.
- The ability to anticipate changes in your patient population and markets before your competitors do.
- Site selection, so you can confidently put resources where they are needed most using evidence-based methods.
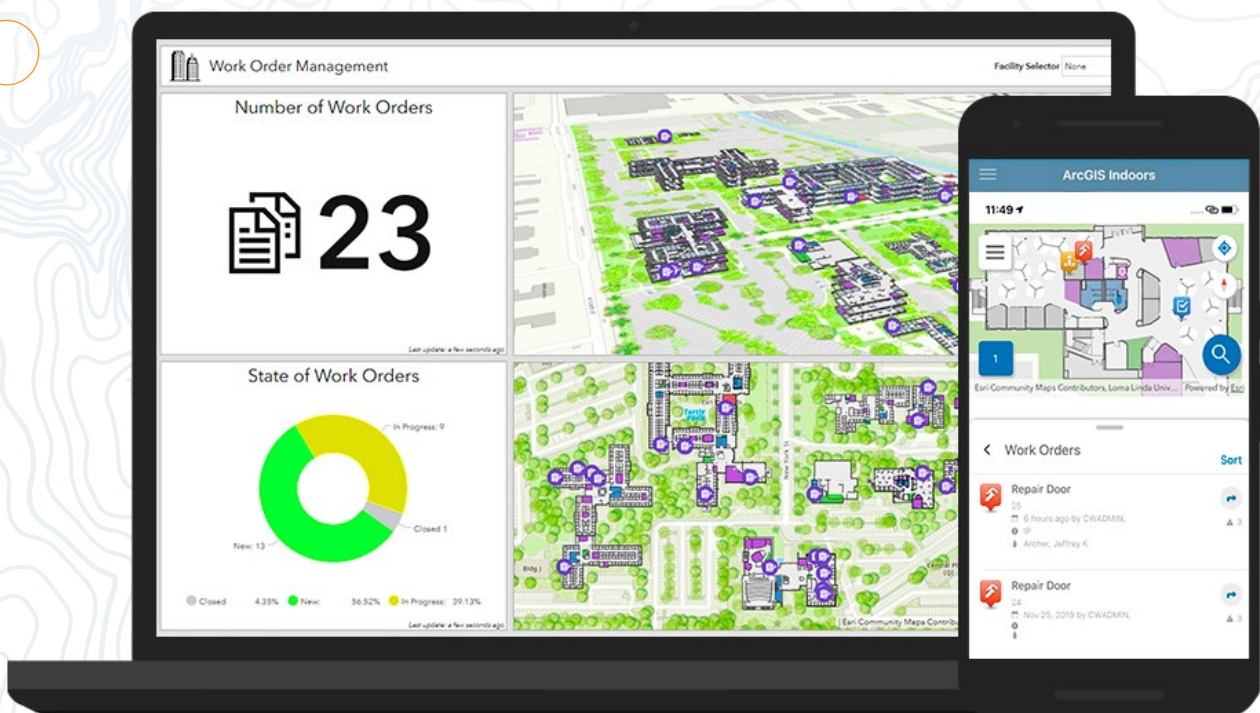
# 4 Location Intelligence Offers a Competitive Advantage

Targeting markets based on location can lead to unprecedented growth. Location intelligence offers a competitive advantage by identifying underperforming markets, finding where target customers and patients live, and making it easy to share market research across the organization. Use GIS to succeed in a competitive landscape and become the trusted partner for community health.

Location intelligence will provide your organization with a competitive edge by

- Helping you develop spatial awareness of your competition.
- Informing location planning to prevent leakage.
- Identifying underperforming markets.
- Using maps and apps to advise your leadership and key stakeholders.
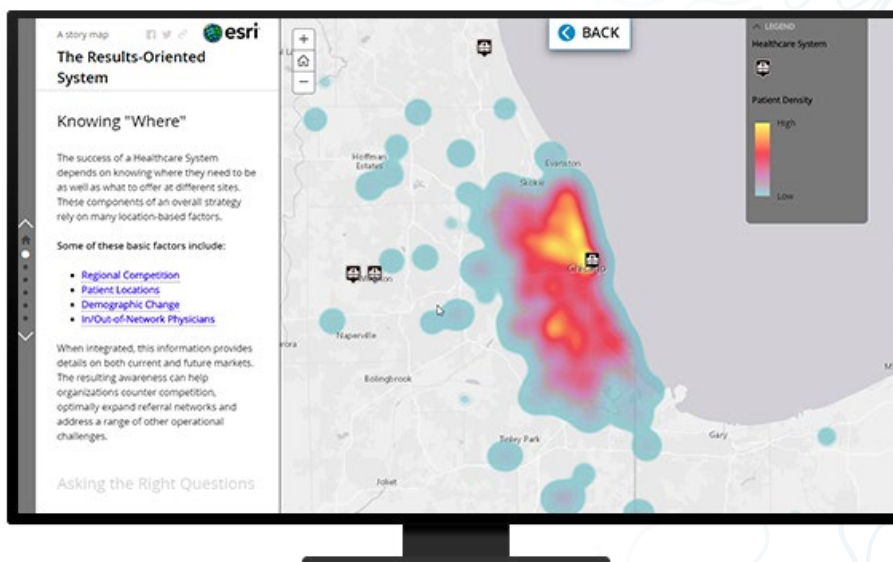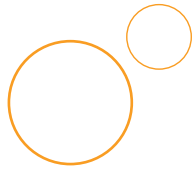
5 GIS Streamlines Community Health Needs Assessment Requirements

Health organizations operate in an environment where they need to meet reporting requirements. With GIS, you can align with standards and validate data, all while keeping patient privacy in mind. Esri's Community Health Assessment solution delivers a set of capabilities that support planning community health survey areas, collecting survey responses from households, and

monitoring key indicators as the assessment occurs. Timely access to community health information helps leaders maintain situational awareness, confirm or rebut assumptions, and understand community needs.

Some may think regulatory requirements are mere obligations to check off a list, but they can be a key part of an organization's strategy because they

- Provide an understanding of the community that organizations serve.
- Support scenario planning and dynamic decision-making to ensure an effective service mix and align with a population's health needs.
- Open collaboration with patients, stakeholders, and community partners at a deeper level.
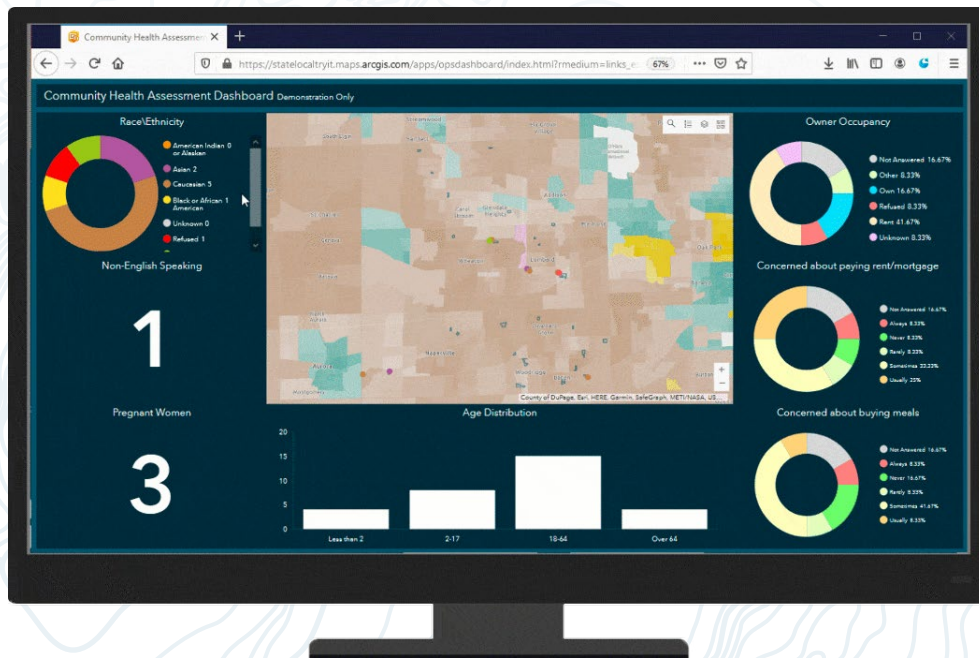
"GIS allows Emerus to solve market challenges, using a disciplined, data-driven approach for the benefit of the communities we serve."

—Daniel Probasco, Senior Director, Strategy and Development at Emerus

"Indoor GIS directs patients to their appointment; this improves efficiency with patient throughput. It also decreases anxiety for our patients in getting to their appointments on time."

—Dr. Vikram Kumar, Riverside University Health System
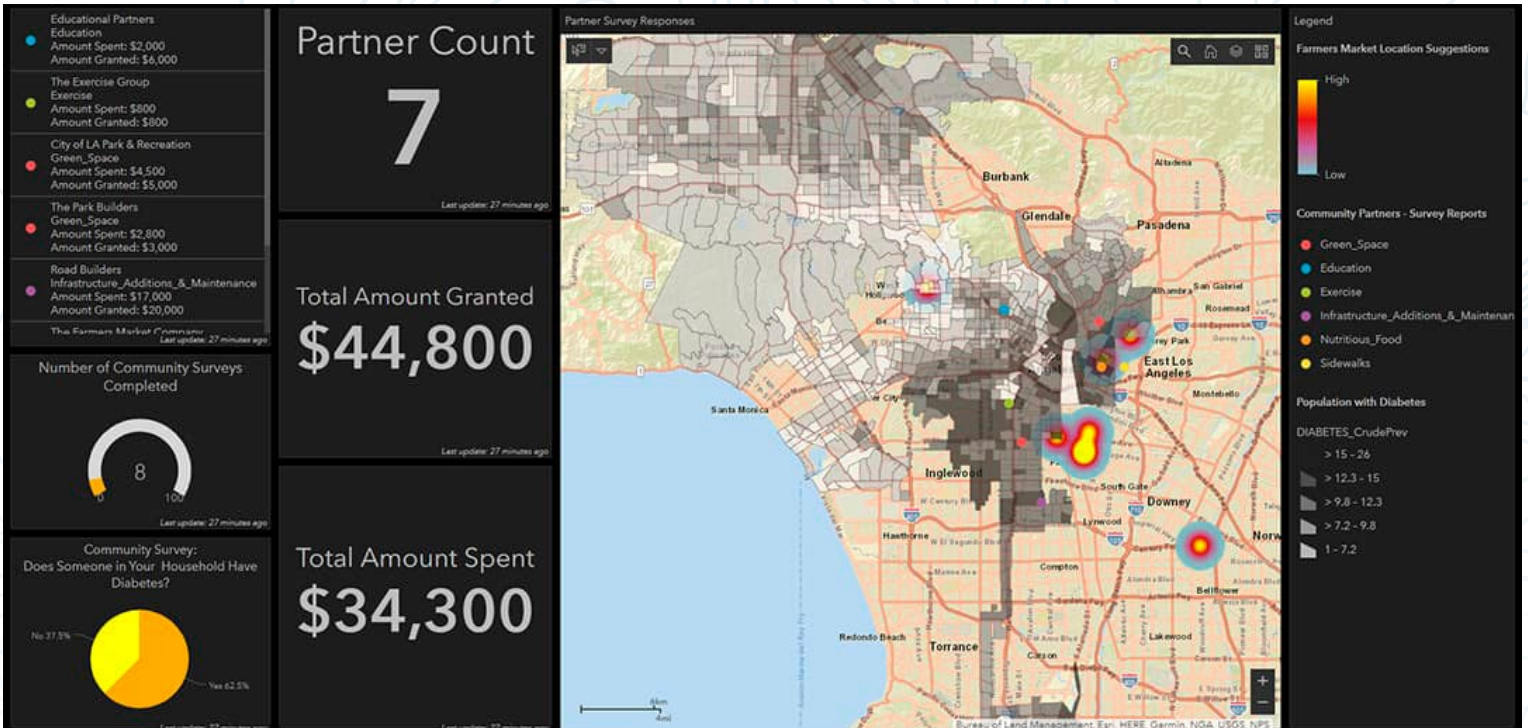
"The use of advanced GIS analysis has had a significant impact on our location selection process and has greatly improved our ambulatory network development."

—Todd Kirby, Executive Lead Strategy & Business Development
Children's National Health System
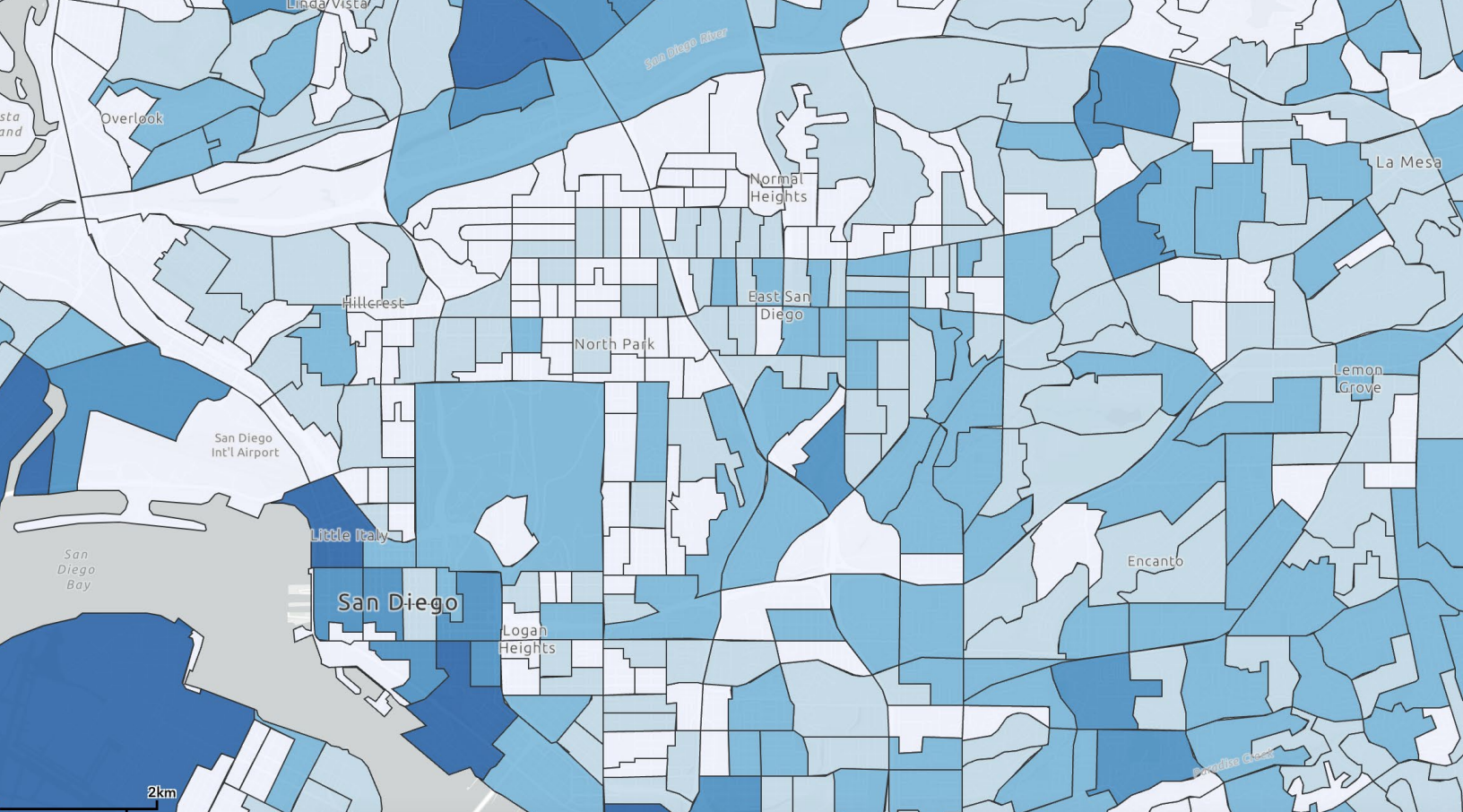
Products and Solutions for Strategic Planning

ArcGIS® Pro: Combine multiple data sources to make maps that are as smart as they are beautiful. Use scientific analytical tools on 2D, 3D, and 4D data to identify patterns, make predictions, and answer questions. Quickly share projects and information within your organization, online, and through mobile apps.

ArcGIS Business Analyst™: Enhance decisions for market planning, site selection, and segmentation by combining Esri® Tapestry™ Segmentation and census data with analytics.

Global demographic data: Dive deep into demographic trend analysis and over 15,000 ready-to-use demographic data variables.

ArcGIS Indoors™: Leverage the complete indoor mapping system for facilities management to support maintenance, field services, routing, and employees.

ArcGIS Insights℠: Answer questions you didn't know to ask, analyze data completely, and unlock new insights. Empower analysts of all skill levels across departments to directly connect data, perform advanced analytics, and take results into third-party systems.

Esri, the global market leader in geographic information system (GIS) software, location intelligence, and mapping, helps customers unlock the full potential of data to improve operational and business results.

Founded in 1969 in Redlands, California, USA, Esri software is deployed in more than 350,000 organizations globally and in over 200,000 institutions in the Americas, Asia and the Pacific, Europe, Africa, and the Middle East. Esri has partners and local distributors in over 100 countries on six continents, including Fortune 500 companies, government agencies, nonprofits, and universities. With its pioneering commitment to geospatial information technology, Esri engineers the most innovative solutions for digital transformation, the Internet of Things (IoT), and advanced analytics.

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