

Executive Brief: Proposal of New Economic Opportunity

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Health Care Economics and Decision Making

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Primary care in the Pacific North West (PNW) has been struggling to deliver effective and efficient care to the communities over the past decade. As residential housing and population increases and physicians going into primary care is at a halt, establishing with a doctor and being seen regularly can be challenge. The ultimate objective for Providence Medical Center (PMC) has been to serve the population and deliver high quality care for those in need. This medical center organization is one of the largest employers and caregivers in the PNW. They have major hospitals all over the Portland Metro area and are able to provider inpatient, outpatient and emergent care to the communities. An area that PMC has been struggling is primary care offices and a way to reduce the influx of patients and wait times to see a general practitioner. To further aid the PNW, PMC can develop an Express Care model. This would help provide care to those who need care for acute illnesses, small injuries that don't require an ER or admission and need fast appointment (Chang, Brundage, & Chokshi, 2015). This Express care model would reduce overall ER wait times, outpatient primary care appointment wait and increase the amount of patients being able to be seen in a day (Chang, Brundage, & Chokshi, 2015).

Providence Medical Center hospital locations are in the heart of the downtown metro area. On a daily basis PMC hospital ER's see around 240 patients a day (Sanborn, 2018). Additionally, the use of the Express care option would help reduce the amount of patients waiting hours to be seen for non-life threatening issues. Express care is useful for these communities for flu season, summer activities causing minor injuries and need to be seen same day without waiting hours at the emergency department. These mini clinics would be set in the heart of communities and neighborhoods to bring access to urgent care needs to the residents. This secondary option would be the same cost as being seen at their primary care clinic but with

multiple nearby clinics and with openings at various times of the day. Once this type of services is up and running, this will eventually reduce the burden on these types of patients overcrowding the ER's.

Supply and Demand for Urgent Cares

The amount of urgent cares in the US is around 8,000 and that's an increase in the last year by more than 8% (Sanborn, 2018). The type of care that Express care and Urgent cares are able to give at a affordable costs, is leading people to search out this model of care before going to the ER. The patient population for urgent care centers are evolving and the younger generation are the biggest driver in demand for this type of care (Cantor, 2015). Since Medicare is also showing support of reducing ER visits and pushing toward the Urgent care centers, the baby boomer generation is also starting to increase their usage of Urgent care centers by up to 27% (Sanborn, 2018).

Urgent care model is showing to reduce patients wait times to see a doctor by up to 70% and nearly 80% of those patients are being seen and leaving within 60 minutes (Sanborn, 2018). "Urgent care centers continue to expand their scope of services, catering to the needs of local patient populations" (Sanborn, 2018, p.8). The model of the Urgent care being transformed into the PMC express cares is in hopes that developing these clinics and putting them in neighborhoods in high need of access to this type of care and at an affordable cost. The development of the express care will be in highly populated areas, close proximity to parks, recreation centers and low income communities. The volume of patients needed PMC express care will be driven by economic and environmental factors. PMC is a reputable medical organization and therefor gaining the trust and support in these communities will not be a challenge. The express care facility will have 12 hour days on weekdays and weekends, with

employees taking 8-12 hour shifts depending on needs. This type of care opens up opportunities to these neighborhoods and economic growth along with providing care.

Economic and Environmental Data

The costs of this project is estimated at \$300,000. That includes the costs of equipment, furniture, remodeling and staffing. There will be no extra costs associated with building a new facility because we will use already established office spaces and inside leasable buildings. With the PMC name, we will be able to provide continuity of care by using the same electronic charting systems, referrals and assessments as their primary care providers. It is estimated that the express care clinics will see an average of 50-90 patients a day. Each patient will have the option of billing their insurance or paying the \$135 service fee for the visit. These estimated numbers are taken from PMC estimated costs per visit and fee for value based care models (Kaplan et al., 2014). With these estimates and the location of the growing populations in these areas where the Express care will be established, the care center will be profitable in the next 3-5 years.

Summary

The development of the PMC Express care center will reduce the overall burden and overcrowding in the current PNW emergency room hospitals. This type of care makes the needs for same day appointments at an affordable cost more valuable in communities that need access to care without long wait times. These patients will be able to receive care when they need it without waiting days or weeks before they can get into their primary care clinics. PMC Express care will bring additional funding for this organization meanwhile, improving access to fast care

and reducing wait times. Development of Express care is designed to be a lucrative and smart economic opportunity for PMC.

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