Medical Staff Development and Planning

Needs Assessment for Physician Services
Our Planning Process
Medical Staff Development Plan
The Objectives

- Meet governmental & regulatory documentation requirements
- Determine the physician specialties needed based on market demand & market conditions
- Gain input & consensus from physician community
- Develop medical staff succession plans based on existing physician composition
- Document the hospital’s recruitment priorities
- Align recruitment needs with the hospital’s service line and strategic plans
Medical Staff Development Plan
The Process

Define the Study Area
Analyze the Study Area
Profile Medical Staff
Determine Physician Supply
Identify Physician Need
Report Findings
The Process
Define the Study Area

- Identify primary (& secondary) service areas
  - Based on the hospital’s patient origin
  - Compare to hospital’s traditional service area
  - Gain consensus on study area to evaluate

- Review the hospital’s plans for the future
  - Strategic plans
  - Service line growth objectives
The Process
Analyze the Study Area

- Conduct an assessment of the study area
  - Comprehensive demographic analysis
    - Current & projected population
    - Age
    - Gender
    - Ethnicity
    - Economic
  - Community health status
The Process
Profile the Medical Staff

• Analyze medical staff composition
  – By specialty, age, gender, office location, board certification, and hospital status
  – Identify gaps of service within a specialty
  – Identify any vulnerabilities
• Conduct physician interviews
  – Representative sample of primary care & specialists
  – Include hospital administrative and clinical management as appropriate
• Conduct a written medical staff survey (optional)
• Determine perceived needs for recruitment, planned retirements, quality perceptions of medical staff
The Process
Determine Physician Supply in Study Area

• Inventory physicians by specialty
  – Start with a database of physicians in study area
  – Compare to medical staff roster, Yellow Pages, medical association rosters, etc.

• Call all practices in study area
  – Confirm FTE counts
  – Verify other accessibility issues as needed
    • Wait times for appointments
    • Open to new patients and payer classes

• Develop a master list of physician supply by specialty
The Process
Identify Physician Need

• Use various published physician-to-population studies to determine a range of need in the study area
  – Results in range of physician shortage/surplus
• Apply what we’ve learned in interviews and study area analysis to modify ratios as needed
  – Physician need is based on qualitative as well as quantitative analysis
The Process
Report Findings

• Document findings for:
  – Physicians needed by specialty
  – Medical staff succession planning
  – Recruitment priorities

• Provide written plan and presentation of findings & conclusions
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