

WHO IS HEALTH CARE VISIONS?

An Experienced Strategic Partner

Health Care Visions, Ltd. is a nationally renowned consulting firm offering specialized expertise and services to hospitals to identify and evaluate existing or emerging opportunities in cardiovascular and peripheral vascular services.

Health Care Visions, Ltd.'s staff consists of Master's prepared clinical and business consultants who possess a tremendous amount of experience in managing successful cardiovascular and peripheral vascular programs for hospitals ranging from small institutions to some of the country's largest and most prestigious health care systems.

Our consultants are well versed in the latest, most advanced technologies and best medical practices in this rapidly evolving service category. We have provided assistance to over 85 hospitals, with assignments ranging from short, time-limited, task specific engagements to long-term strategic partnerships.

We welcome the opportunity to discuss your needs and explore solutions that can strengthen your existing programs or assist with the implementation of new services.



Consultants Specializing in Cardiovascular Programs

Health Care Visions, Ltd.
3283 Babcock Boulevard
Pittsburgh, PA 15237
(412) 364-3770 Phone
(412) 364-3161 Fax
hcv@hcvconsult.com
www.hcvconsult.com

Cardiovascular Services Opportunity Assessment



Why Have a Cardiovascular Services Opportunity Assessment?



A Cardiovascular (CV) services market, clinical and business opportunity assessment will form the basis for focused strategic planning. The project will provide a clinical operation review and identify the demand opportunity for cardiac and vascular diagnostic and appropriate therapeutic services.

Project Objectives

- Determine the medical staff's commitment to current and future offerings
- Assess physician coverage and examine need for additional cardiology/vascular specialists
- Engage medical staff in assessment process and identify interests
- Compare situation to market trends in program development and success factors/ROI
- Analyze market opportunity and demand projections
- Review existing CV diagnostic areas in light of community need
- Examine current strategy and identify options for program direction and focus



Health Care Visions Will Collaborate With the Client Using This Approach

- Interview internal stakeholders including medical staff, administrators and clinical managers to develop a CV specific SWOT analysis
- Conduct an external market analysis to identify the "Total Cardiovascular Target Market"
- Complete an operations assessment with a tour/review of CV areas, equipment, patient flow process and personnel issues
- Assess potential for cardiology/vascular program additions and expansions to increase market share and ROI in patient care services and diagnostics
- Examine organizational structure for all CV services and identify areas to optimize resource utilization
- Analyze existing referral patterns and report opportunities for expanded development and clinical integration