

Physician Needs Assessment (PNA)

SullivanCotter's Interactive Cloud-Based Application



As hospitals and health systems look to support growth in a rapidly evolving marketplace, access to market-specific physician supply and demand data is critical.

Understanding Your Physician Workforce Needs

A Physician Needs Assessment helps organizations to identify the right amount and type of physicians required to operate effectively in the markets they serve.

SullivanCotter's advanced PNA methodology provides organizations with ongoing online access to a comprehensive collection of physician supply and demand information to deliver actionable data-driven insights.



Methodology

Market-Specific Supply $-$ Specialty-Specific Demand $=$ Physician Surplus/ Deficit

SUPPLY

- **Multiple data sources** are rigorously researched to identify all provider details and practice locations
- **Physician documentation** of credentials, practice type and affiliations
- **Call verification team** contacts every office location to confirm practicing providers
- **Proprietary algorithm** adjusts for cFTE based on a study of over 400,000 physicians
- **Client validation** of market-specific providers by specialty and practice location
- Tracks **employment and affiliations**

DEMAND

- **Applies Claritas Pop-Facts®** demographic detail by zip code
- More than **1 billion unique claims** analyzed
- **Market-specific adjustment factors** such as geographic, economic, age/gender, payment types and managed care
- More than **1,500 organizations** and **400,000 physicians** to inform on workforce capacity
- Defines FTE demand on over **150 subspecialty designations**

Benefits

SullivanCotter's PNA with interactive dashboard helps organizations to:

Eliminate guesswork regarding population demographics

Identify need and complement of physicians by payer type and market demographics

Create competitive edge by optimizing physician resources

Improve physician staffing and recruiting decisions to help control cost of employment

Pinpoint employed and affiliated market physicians by specialty

Inform physician **strategy and alignment efforts** to drive performance

Gain insight into the influence of APPs and emerging technologies

Utilize accurate listing of physicians within a market

Identify service line delivery gaps and opportunities



Features and Functionality

By providing real-time access to critical physician supply and demand information, **SullivanCotter's PNA with interactive dashboard delivers actionable, data-driven insights** to help support the identification of market-specific service needs and staffing requirements.

Business Intelligence Reports

The application utilizes a number of filters and parameters to display results and reports

- ☒ Overview
- ☒ Service Area Mapping
- ☒ Comparative Market Results
- ☒ Demographic Trends
- ☒ Population Trends
- ☒ Demand by Place of Service
- ☒ Payer Demand by Specialty
- ☒ Predictive Modeling
- ☒ Physician Supply Roster
- ☒ Physician Age Analysis
- ☒ PCP APP Ratio Analysis
- ☒ Calculated Surplus/Deficit
- ☒ Net Need by Population Type
- ☒ Market Share Insights
- ☒ Specialty Summaries
- ☒ Ranked Needs and Priorities



Market-specific needs assessment provides accurate and detailed reporting of physician supply and demand and the resulting surplus/deficit by payer type and specialty

Interactive mapping tool with the ability to select specific zip codes for strategic consideration and to account for any shifts in demographic mix

Comprehensive customizable reports with 5-year rolling projections and automatic annual updates to demand and geographic information

Advanced practice provider calculator to measure utilization across specialties and corresponding effect on physician supply and demand

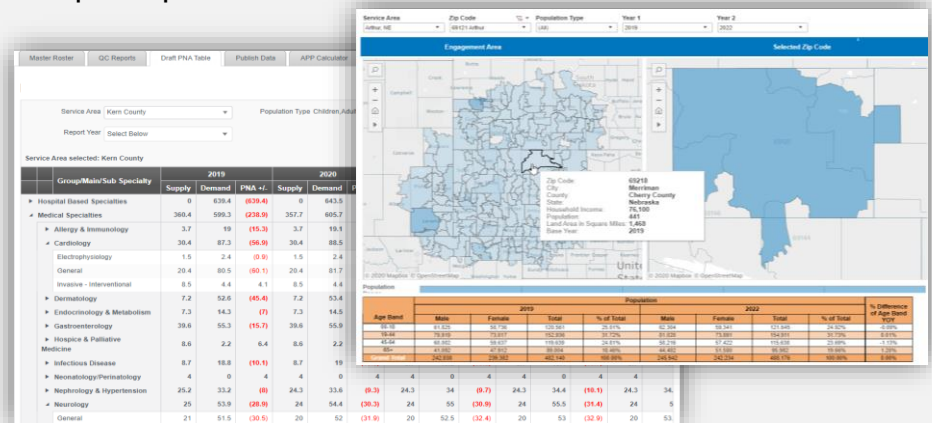
Predictive modeling to assess the impact of virtual care, urgent care, retail health and more

Archived reports provide strategic service area documentation and annual Stark compliance reporting for fair market value and commercial reasonableness considerations

Ongoing technical support to address application's features and functionality

Consulting support provided for application set-up, training and reports

Physician Needs Assessment Results Sample Reports



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