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.

### Physician Needs Assessment (PNA)

**SullivanCotter’s Interactive Cloud-Based Application**

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

<table>
<thead>
<tr>
<th>Market-Specific Supply</th>
<th>Specialty-Specific Demand</th>
<th>Physician Surplus/Deficit</th>
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#### 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

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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.

### Features and Functionality

**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.

### 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

### Physician Needs Assessment Results

**Sample Reports**

Looking for additional insight? [Contact SullivanCotter](#) to learn more.