

# Physician Needs Assessment (PNA)

SullivanCotter's Interactive Cloud-Based Application



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

## Understanding Your Physician Workforce Needs

A PNA 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 physician details and practice locations
- **Call verification team** contacts every office location to confirm practicing provider details
- **Proprietary algorithm** adjusts for cFTE based on SullivanCotter's specialty-specific FTE benchmarks
- **Client validation** of market-specific physicians by specialty and practice location
- Tracks **employment, affiliations, credentials** and **practice type**
- **Ongoing access** to **updated physician supply database** for reporting and data mining

### DEMAND

- **Applies Claritas Pop-Facts®** demographic detail by zip code
- Analyzes more than **1 billion unique claims** annually to forecast wRVU utilization by zip code
- Utilizes SullivanCotter benchmark data from over **1,500 organizations** and **400,000 physicians** to calculate FTE
- Defines FTE demand on over **150 subspecialty designations**
- Combines data sources and forecasts utilization by **market-specific demographics** including geography, economic factors, age/gender, payment types and managed care

## Benefits

**SullivanCotter's PNA with interactive dashboard helps organizations to:**

**Reduce 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 enhance 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.



**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



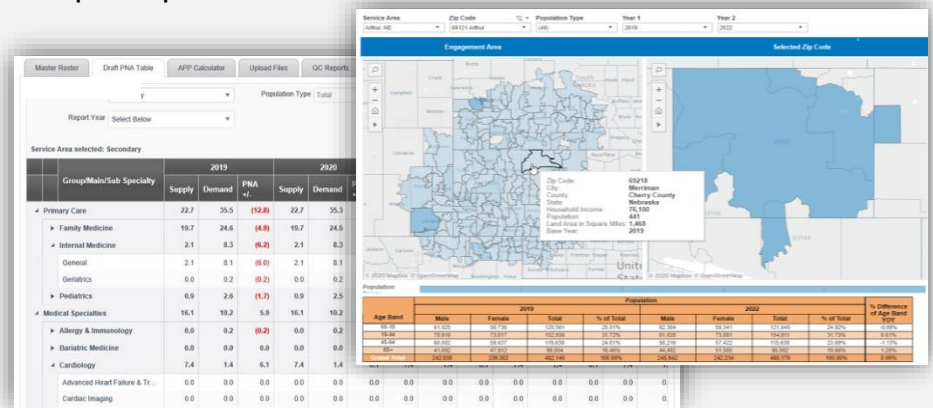
## Business Intelligence Reports

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

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

## Physician Needs Assessment Results

### Sample Reports



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