Sentara Case Study: A Data-Driven Approach to Clinical Workforce Planning

"The outcome value isn't just in successfully recruiting a needed provider. It's also in knowing we are investing wisely in our provider workforce to fulfill short-and long-term needs."
— Shikha Parakh, Director, Corporate Strategy and Planning, Sentara Health

SullivanCotter's Provider Needs Assessment (PNA) provided Sentara Health with insight into the current and projected clinical workforce needed to best serve patients across diverse markets.

Sentara is an integrated not-for-profit health care delivery system. It is among the top 20 largest not-for-profit integrated health systems in the country.

1500+ physicians, advanced practice providers, and multi-disciplinary teams at Sentara **complete over 2.8 million patient visits annually.**

The organization continues to implement new technologies for **improved outcomes, safety, and efficiency.**

Challenges

- **Maintaining their market provider supply database** was a complicated, manual, and inefficient process
- **Relied on customized market data** to drive their provider recruitment plans
- Needed a more **customized and flexible solution**
- Wanted an enhanced methodology tool to help them **further their provider recruitment and alignment strategy**

Approach

- Implement SullivanCotter's PNA tool to **assess and monitor current and projected physician and APP supply and demand**
- **Create awareness of the tool and encourage utilization;** establish accountability and reinforce it with the need for constant dialogue and communication
- Facilitate a better understanding of the key considerations and **illustrate to stakeholders how to best leverage the tool's data**
- Offer data transparency and an understanding of the methodology to **inspire trust and buy-in**

Outcomes

- Provides a holistic view that **allows strategic decision-making on clinical staffing needs**
- **Affords a comprehensive review to create strategies from an enterprise standpoint,** not from a local perspective
- **Opportunities to flex the model**, the ability to look at 'what-if' scenarios, and incorporate all of the evolving health care trends, such as APP productivity
- Predictive analytics identify current and projected demand/supply gaps and enable creation of **strategic succession planning and recruitment practices**

Looking for additional insight?
Contact Us to learn more about SullivanCotter's PNA.