



Looking to boost your medical group’s performance? SullivanCotter can help.

We recently helped a client dive deep into their financial performance by specialty to identify areas for improvement and pinpoint strategic investment opportunities.



Private, **not-for-profit** health system
in the Southeast with **revenue of \$5B**

With **losses approaching \$400M**, the organization
was looking to pinpoint specialties with substantial
opportunities for financial improvement

Challenges



- **Financial losses** within the medical group were reaching **unsustainable levels**
- Effectively **benchmarking** overall financial performance by comparing to national data was difficult due to client’s **diverse multispecialty mix**
- **Limited insight** into how individual specialties contributed to overall financial performance
- Leadership had **trouble setting realistic financial targets** due to uncertainty regarding sustainable loss levels

Approach



- **Assessed each specialty individually**, including hospital-based and non-hospital-based specialties, as well as **group performance as a whole**
- Utilized multiple specialty-specific market surveys, proprietary tools, and key financial indicators to **benchmark performance and measure net income/loss** per FTE physician/provider, per wRVU, and as a percentage of medical revenue
- Calculated **financial improvement opportunities** by estimating the impact of each specialty performing at benchmark median levels.
- Identified a **potential \$42 million gain** by highlighting the **top five specialties** – which accounted for over 50% of the total improvement opportunity

Outcomes



- **Actionable Insights:** Delivered data on how each specialty compared to national benchmarks
- **Realistic Targets:** Equipped the medical group with critical information needed to set achievable financial goals and implement targeted improvement strategies
- **Strategic Initiatives:** Identified key specialties driving the majority of financial improvement opportunities – enabling leadership to prioritize accordingly
- **Practical Improvement Plans:** Analyzed the top five specialties and designed a tactical roadmap that will allow the health system to capitalize on financial opportunities

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Ready to identify strategic opportunities for improvement?

[Contact us](#) to learn more!

