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Coastal Medical Center

Comprehensive Case Study

YOUR NAME

Provide an introduction of yourself and the role you are taking for this p

CMC: Overview

- Discuss the points you place on your slide here
Describe the situation.

CMC: Overview (Problems)

- List the issues – and note which you are going to address.
- Consider a SWOT analysis or other environmental analysis to include.

CMC: Benchmarking

- How will CMC Benchmark – what type of benchmarking measures will be put into place – why?

The Competition

- Discuss the competition
 - The textbook lists competitors or you may choose external competitors (real companies within healthcare industry or outside of the industry) to compare

Competitor 1

- List your first competitor
 - Give facts related to them - include statistics

Competitor 2

- List your second competitor
 - Give facts related to them - include statistics

Costal Medical Center

- Give facts related to CMC - include statistics data
 - When possible place the data (numbers) in slide and use the speaker's notes to explain give added detail and value

Efficient Benchmarking

- Select any type of benchmarking (efficient only one example)

Benchmarking Team

- Who will be part of this team – what are areas of responsibility?

Value Based Purchasing

- Address VBP – use the information from text to guide your response

Establishing Goals

What are the goals for CMC?

Monitoring and Measuring

How will you monitor and measure? What types of reviews and/or analysis? - include statistical data

Benchmark Example

- What is an example of an area to establish a benchmark strategy? There are many choices from the case study – from FTE, to utilization, inventory control, etc.

Size verses FTEs

- Add Chart that shows comparison to add this benchmark

Pay for Performance

- Address P4P – use the information from text to guide your response

Results

- How will you know when you are successful?
How do you make it stick? What are the drivers? - include statistical data
-

Future of CMC

- Include statistical data

Summary

- Be sure to meet the word requirements for this section – may take more than one slide and be of a smaller font (see module instructions).

References

Harrison, J. P. (2016). *Essentials of strategic planning in health* (2nd ed.). Chicago, IL: Health Administration Press



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