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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 benc  
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 the healthcare industry or outside of the industry) to compare

# Competitor 1

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

# Competitor 2

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

# Costal Medical Center

- Give facts related to CMC - include statistical data
  - When possible place the data (numbers) in the slide and use the speaker's notes to explain to 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 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, to 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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