

# CENSUS & NETWORK DEVELOPMENT

Proposal for Consulting Services

For Your Community  
August 2020

**REDESIGNING TOMORROW TOGETHER**

HEALTHPRO



HERITAGE

## CENSUS & NETWORK DEVELOPMENT

TO: **Your Community**

FROM: HealthPRO® Heritage's Clinical Strategies Division

RE: Census & Network Development Consulting Services

Thank you for your interest in a partnership with HealthPRO® Heritage to provide Census & Network Development Consulting Services.

As the country reboots in the wake of COVID-19, HealthPRO® Heritage offers proven strategies + meaningful tools + an innovative way forward to custom design a robust census & network development paradigm. Actionable, tangible support is inclusive of the scope of services outlined below.

### 1 Scope of Services + Deliverables

- **Marketability Assessment:** Ongoing evaluation of strategies & processes related to: internal/external communications; clinical competencies; performance metrics; marketing initiatives; outcomes tracking capabilities, portfolio of upstream & downstream network players, referral sources, conveners, and payers.
- **Marketplace Analytics & Dynamics Assessment & Strategy:** Inform strategic network development initiatives with ongoing competitive analyses; data collection & analytics (see page 5 for examples); cross-continuum systems intel; evaluation of regional referral source patterns; opportunities to affiliate with upstream & downstream partners; training provided RE: interpretation & articulation of meaningful outcomes and trends.
- **Development, & Implementation of Niche Programming & Differentiated Services Lines:** A data-driven approach to collaborating with referral sources and other market drivers to customize evidence-based, cross-continuum and interdisciplinary clinical pathways and services to drive performance metrics that fortify referral source partnerships and enhance census; inclusive of related

training/competencies/tools and resources to leverage marketing efforts; see page 5 for examples.

- **Strategy & Content Optimization with all Communications Platforms** inclusive of residents/patients/family members; staff; community; hospitals/referral sources; payer sources; conveners; downstream partners; etc.
- **Fortify Marketing Efforts with Strategic and Grassroots Support** inclusive of support for defining differentiators; leveraging performance outcomes; developing & leveraging success stories, case studies & other outcomes-based marketing collateral; developing talking points and communication tools.
- **Big Picture Strategy Recommendations & Support** for continued evolution and forward-thinking approach to success drivers for 2020 & beyond such as care delivery for high acuity patients; leveraging the use of technology; hiring/training a Care Transition Coordinator (CTC); exploring out-of-the-box partnership opportunities (as with other providers and upstream + downstream partners), etc.
- **Customized 'Census Development Toolkit'** inclusive of sophisticated, comprehensive data analytics tailored to inform strategic approach to regional dynamics and network development; comprehensive tools and resources needed to develop an all-inclusive, facility-specific 'Strategic Workplan'

## 2 Terms & Proposed Pricing

To be customized to best suit each community's individual goals. Please contact HealthPRO Heritage to explore flexible options.