



DETERMINING THE PATH FORWARD FOR A MULTI- LOCATION MEDICAL CLINIC

A multi-location medical clinic in the Midwest needs to determine its path to improved prosperity and consider some organizational pivots. To do this, the clinic needs help examining its financial statements, value proposition, human resources and its current patient experience. Once clarity is obtained, the clinic can set organizational objectives and goals. This medical clinic engaged Zaazi to lead this effort of a business feasibility analysis.




Opportunity

The objective was to understand the clinic's position in the marketplace and consider its core competencies seeks to find new direction and prosperity. This medical clinic wanted to rethink its entire value proposition. Zaazi started by understanding the leadership team and its alignment about the clinic's vision and its company culture. A financial analysis was performed to understand the feasibility of its current existence and quantify opportunities that may lie ahead. The clinic needed to identify its metrics of success and if and how these performance indicators could be reached to enable the practice to thrive. The medical clinic turned to Zaazi for a deep dive in the practice and put all possibilities on the table.

Solution

Zaazi started with the leadership team to uncover and revive the practice's current mission and goals. The patient experience currently offered was scrutinized on how it competes in the marketplace. Industry analysis was performed to understand the specialty areas of care the clinic provides and what value those offerings hold in the marketplace. Zaazi performed an operational stress test to determine its ability to perform under different approaches to care with varying patient workloads.

- > Financial analysis of each location and department
- > Organization's overall profit and loss scrutinized for reconfiguration
- > Market research and analysis to determine clinic's position
- > Cost structure of practice re-worked and areas of change identified
- > Areas of change identified that are within the practice's financial capability



Zaazi collaborated with the clinic's leadership team to perform an analysis and determine the current state of the organization's financial feasibility. Given this reality, opportunities were identified on how to move the practice forward while operating within its financial constraints. Pivotal ideas about organizational downsizing and contraction were explored. Financially feasible methods of changing and improving the clinic's offering were determined. We helped determine the clinic's options for:

01

- > Determine the feasibility of consolidation to fewer locations

02

- > Exploring joint venture opportunity with competing clinic

03

- > Redesign the cost structure of how the clinic offers its current methods of care

04

- > Reconfigure the technology resources of the practice to reduce cost while creating an improved online patient experience

05

- > Determine the financial feasibility of developing the clinic's core competencies

06

- > Understand the return on investment of introducing new methods of care

07

- > Determine the growth vs. cost impact of new patient acquisition strategies

Over the years, the medical teams at each of the clinic's locations developed their own organizational cultures. The difference in culture among locations was impacting team happiness and patient experience in different ways. Challenges with how to create a positive and consistent culture were determined. Team alignment, recruiting strategies and compensation decisions were determined. The medical clinic determined the challenges with its company culture and a strategy the organization would take depending on its path forward.



Results

Given its current state of affairs, the clinic needed to consider ways to grow patient workload, reduce cost and improve its methods of care to patients. The clinic was in search of ideas to improve as an organization while identifying clear financially-feasible solutions to choose from. Zaazi delivered clear options and solutions to the leadership team of this multi-location clinic. The leadership team was brought into alignment about the clinic's current state of operation as well as the vision it needs to move forward. Zaazi helped this clinic determine its path forward with clear financial feasibility and more certainty about the achievement of goals it sets.

Zaazi Business

We are a healthcare consultancy that helps ambitious innovators create the future. We work alongside our clients to achieve extraordinary results, outperform the competition and redefine industries. Healthcare leaders come to us to solve industry-defining challenges in products, software, growth strategies, customer experience and patient and provider experience. Our unique approach to management and business consulting helps structure results that lead to revolutionizing industries. We measure success by the prosperity of our clients as we work with ambitious clients who believe they can create the future.

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About Zaazi

Zaazi is a medtech consultancy in Boston MA. We help small and medium sized organizations build their core competencies to achieve entirely new levels of growth. Large organizations also engage us for focused projects that propel their organizations forward. We approach each client by learning their business processes, removing complexity and developing technology around clean workflows. Our team understands medical processes, software platforms, data management and the overall advantage that effective technology brings to a thriving business. Our finished projects reduce cost and complexity for our clients and position them to accelerate growth and scale operations. With our flexibility, we apply our experts to projects on an as-needed basis. As a result, our projects deliver a considerable business impact and require a fraction of the investment of a large consulting firm.

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