

CASE STUDY

Memorial Hospital and Health System

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GINNY KEVORKIAN, Manager of Market Research and Planning,
Memorial Hospital and Health System

MEMORIAL HOSPITAL AND HEALTH SYSTEM RELIES ON MAPINFO PROFESSIONAL TO DETERMINE HOW AND WHERE THEY CAN PROVIDE THE BEST HEALTH CARE TO THEIR COMMUNITY.



Challenge

Healthcare needs are complex and constantly evolving. Memorial needed to make more informed decisions regarding where to expand operations in the 18 counties they serve.

Solution

With MapInfo Professional, in-house analysts can provide critical insights in market trends, patient needs, site selection and strategic planning—insights that provide for better care at lower costs.

SUMMARY

Memorial Hospital and Health System traces its roots back to 1894, when it started as a three-bed hospital in South Bend, Indiana. Today, Memorial has grown to a 526-bed regional referral center for cardiac, cancer, childbirth, emergency medicine and rehabilitation services.

Memorial also provides a variety of health care services to the community, ranging from inpatient care to home care, medical supplies, pharmacy services and occupational health services, as well as primary care physicians and specialists—within a footprint that extends across 18 counties and two states. Memorial is not only recognized nationally as a leader in providing high quality care, but also as a leader in innovation, offering new approaches to patient satisfaction and customer service that sets them apart.

“Location analysis provides value to everyone here,” notes Ginny Kevorkian, Manager of Market Research and Planning. “Our executive group is looking at long-term investments; human resources at recruiting; and our product line managers at everything from market share to population projections. Almost every decision depends on understanding where patients are and what services they need.”

RESULT

Kevorkian and her small team must frequently respond to requests that require analyzing data for more than 160,000 patients—across dozens of service areas and specialties. To generate these insights, they rely on MapInfo Professional from Pitney Bowes Business Insight.

“Before we had desktop mapping software, this type of analysis simply wasn’t done—it wasn’t possible,” Kevorkian recalls. “One executive wondered how we could do this, and they pictured us getting out a map and pins. With MapInfo Professional, it’s easy to provide in-depth insight, and present it in a way where people can quickly understand the implications.”

Beyond simply mapping where patients reside, the team can overlay data and determine whether certain markets will grow, for example, and whether the hospital will need to allocate new or shift resources to meet the needs of the community.

“Our executives are thinking about the future...how many patients will we need to serve five years out?...ten years out?” Kevorkian adds. “With MapInfo Professional, we get an excellent picture of what’s going on yesterday, today and tomorrow.”

“IT IS SO REFRESHING TO WORK WITH PITNEY BOWES BUSINESS INSIGHT BECAUSE THEY ARE AN ORGANIZATION WITH WHOM YOU CAN ACTUALLY COMMUNICATE.”

Ginny Kevorkian, Manager of Market Research and Planning, Memorial Hospital and Health System

RESULT

Memorial Hospital and Health System has built capabilities in several areas in order to generate true location intelligence. They use MapMarker to translate addresses into geocodes—precise latitude and longitude coordinates that can easily be compared, analyzed and plotted. StreetPro provides street-level geographic data, including streets, major roads, highways, railways, airports, administrative boundaries, parks and point locations. While MapInfo Professional serves as their primary mapping and geographic analysis application.

“We have a small team and we handle all of the research and market analysis, including patient satisfaction, brand image, service design and strategic planning,” Kevorkian explains.

Site Analysis

With the growth in off-site services, Memorial is constantly looking at where they should place physician practices; whether it makes sense to rent or buy; and if one larger site or several smaller sites makes the most sense.

“The golden rule is that we need to be within a 12 minute drive,” Kevorkian notes. “Now we can map and code patients based on driving ranges; create polygon analysis; and profile and segment existing customers based on demographics, attitudes and behaviors.

“In one case, we decided not to move into a rental spot we were considering. Our analysis indicated that with high rates of cannibalization and lower-than expected growth, an alternative site was the smarter way to go. Not only did MapInfo Professional help us save \$40,000 in consulting fees—it saved us from a costly bad decision.”

Market Forecasting

At Memorial, product line managers develop and update annual business plans across dozens of services ranging from breast cancer care, heart surgery, neonatal care, sports medicine and weight loss. For each specific service, Kevorkian and her team generate patient origin maps, which provide in-depth analysis on trends, growth opportunities, market expansion and competition. Using these insights, managers can determine what to do next in terms of planning new patient services and new marketing programs.

“We get rave reviews as the managers appreciate the mix of graphics and maps,” Kevorkian adds. “No one has the time to read page after page of spreadsheet information. With this type of visual presentation, in five minutes they can get a good handle on what’s going on.”

Profiling and Segmentation

In addition to segmenting the market based on needs, the team recently used these tools to profile their employees—which led to some key discoveries that impacted how executives would reach out to local politicians.

“Our senior staff understands that health care reform is a political decision, so we wanted our local Congressional representatives to understand who in their districts could be affected. Using StreetPro, we could profile our own employee base by voter district—which actually led us to shift our priorities and refocus our efforts.”

The technology keeps getting better and better,” notes Kevorkian, “and so has our relationship with Pitney Bowes Business Insight. It is so refreshing to work with an organization with whom you can actually communicate. When we call or email, we know that someone will listen, respond and help. It’s a true collaboration.”

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