Our Approach

Community Needs Assessment for Physician Services Planning Process
Community Needs Assessment

The Objectives

- Meet governmental & regulatory documentation requirements
- Determine community need for physicians in various specialties based on published benchmark studies and service area conditions
- Identify physician transition needs based on existing physician composition
- Gain input & consensus from the physician community
- Document the hospital’s recruitment and retention goals
- Align recruitment needs with the hospital’s service line and strategic plans
Community Needs Assessment

The Process

Define the Study Area

Analyze the Study Area

Profile Medical Staff

Determine Physician Supply

Identify Physician Need

Report Findings
The Process
Define the Study Area

- Identify primary (& secondary) service areas
  - Based on patient origin
  - Compare to hospital’s traditional service area
  - Gain consensus on study area to evaluate

- Review the hospital’s plans for the future
  - Strategic plans
  - Service line growth objectives
The Process
Analyze the Study Area

- Conduct an assessment of the study area
  - Comprehensive demographic analysis
    - Current & projected population
    - Age, gender, ethnicity, income, education
  - Primary service area share
  - Payer mix
  - Community health status
  - Service line demand projections
The Process
Profile the Medical Staff

- Analyze medical staff composition
  - By specialty, age, gender, office location, board certification, and hospital status
  - Identify gaps of service within a specialty
  - Identify any vulnerabilities
- Conduct physician interviews
  - Representative sample of primary care & specialists
  - Include hospital administrative and clinical management as appropriate
- Conduct a written medical staff survey
- Determine perceived needs for recruitment, planned retirements, quality perceptions of medical staff
The Process
Determine Physician Supply in Study Area

- Inventory physicians by specialty
  - Start with a database of physicians in study area
  - Compare to medical staff roster, *Yellow Pages*, medical association rosters, etc.

- Call all practices in study area
  - Confirm FTE counts
  - Verify other accessibility issues as needed
    - Wait times for appointments
    - Open to new patients and payer classes

- Develop a master list of physician supply by specialty
The Process
Identify Physician Need

- Use various published physician-to-population studies to determine a range of need in the study area
  - Results in range of physician shortage/surplus
- Apply what we’ve learned in interviews and study area analysis to modify ratios as needed
  - Physician need is based on qualitative as well as quantitative analysis
The Process

Report Findings

Document findings for:

- Number of physicians needed by specialty
- Medical staff succession planning
- Gaps in physician coverage by location
- Recruitment and retention strategies

Present written plan and presentation of findings & conclusions

Report Findings
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