



# ENVISIONING A HOSPITAL'S FUTURE



## INTRODUCTION

An Iowa hospital providing services to over 5,000 patients annually, many with limited resources.



## THE STORY

Facing escalating costs, new competition, changing patient preferences, and a need to enhance patient and community outcomes, the hospital stood at a critical juncture. The imperative was to develop an actionable strategy to position the organization for success.



## THE CHALLENGE

Confronted with multifaceted challenges, the hospital sought to address escalating costs, navigate new competition, adapt to changing patient preferences, and improve patient and community outcomes. The crucial task at hand was to formulate an actionable strategy that could pave the way for the hospital's success in a rapidly evolving healthcare landscape.



## RESULTS

B|G played a crucial role in developing a concise actionable strategy for the hospital. They aligned the vision among board members and the leadership team, prioritizing key initiatives for effective implementation. The hospital now focuses on transforming, reducing costs, improving quality, and enhancing the patient experience. Positioned as a healthcare leader, it's poised to become a pillar of the community, underscoring the significance of strategic planning in guiding it through challenges and positioning it as a beacon of healthcare excellence.

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## ENVISIONING A HOSPITAL'S FUTURE

An Iowa hospital annually serves over 5,000 patients, many facing financial constraints. In the face of escalating costs, emerging competition, evolving patient preferences, and a pressing need to enhance patient and community outcomes, the hospital found itself at a pivotal moment. The imperative was clear — develop an actionable strategy to position the organization for sustained success.

Confronted with multifaceted challenges, the hospital embarked on a journey to address escalating costs, navigate new competition, adapt to changing patient preferences, and improve overall patient and community outcomes. The critical task at hand was formulating an actionable strategy to pave the way for the hospital's success in a rapidly evolving healthcare landscape.

Baton Global (B|G) played a crucial role in this transformative process, contributing to the development of a concise actionable strategy. Through collaborative efforts, they aligned the vision among board members and the leadership team, prioritizing key initiatives for effective implementation. The hospital now focuses on a transformative path, emphasizing cost reduction, improved quality, and an

enhanced patient experience. Positioned as a healthcare leader, it is poised not only to thrive in the healthcare landscape but also to become a cornerstone of the community it serves.

This journey underscores the significance of strategic planning in navigating challenges and positioning the hospital as a beacon of healthcare excellence. The concise actionable strategy, crafted through collaboration and foresight, allows the hospital to navigate the complexities of the healthcare landscape with a renewed focus on patient outcomes. The transformative impact positions the hospital not just as a healthcare provider but as an integral part of the community, embodying the essence of healthcare excellence.

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