

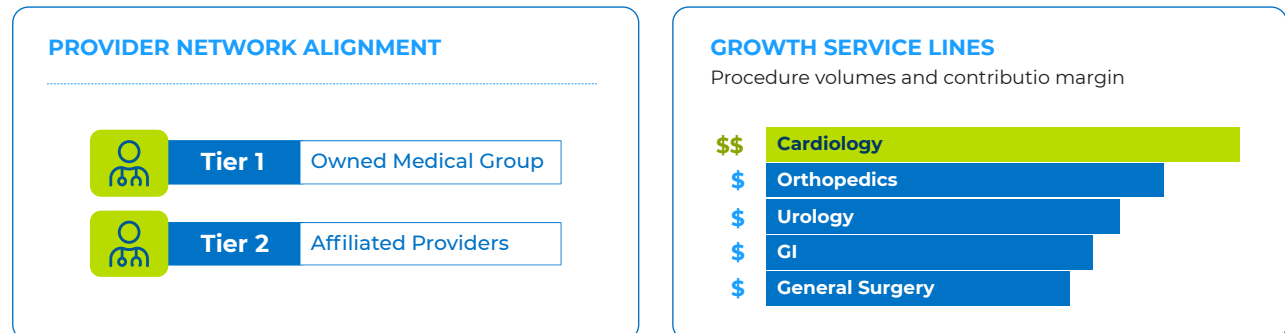
Case Study 1: ED Referral Value Capture

A large multi-state health system with 30+ emergency departments and hospitals across 8+ Markets. The leadership team was focused on margin growth in several key service lines and identified the ED as an important source of specialist referrals. The health system had spent the last decade building a robust medical group of Tier 1 (owned) and Tier 2 (affiliated) specialist practices.



Optimizing for Service Line Growth and Network Integrity:

The organization decided to focus on competitive markets where network leakage from the ED was a particular concern. They targeted key service lines (e.g. cardiovascular) as part of a new a program to identify high-value referrals from the ED, and better navigate them to in-network specialist care. The program included analytics to track the impact on downstream utilization and margin growth.



The Bottom Line

The health system monitored granular data for each service line, measuring the in-network completion rate for high-priority patient referrals. Baseline data was created for downstream utilization of Outpatient, Inpatient and Surgical services within 120 days from ED discharge. The health system saw meaningful growth in utilization rates and margin for high-priority referrals that received targeted navigation outreach.

