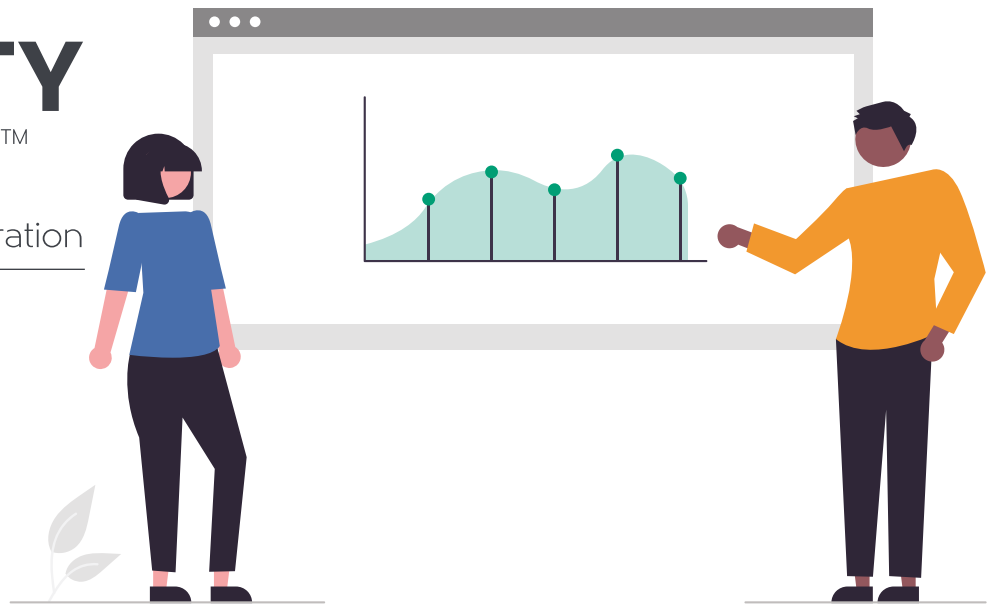


DOCTIVITY HEALTH™

Accelerating Revenue Generation

doctivityhealth.com



Case Study:

Increased Productivity Solution

Doctivity Drives Significant Increase in Physician Productivity in Short Time Frame

- Challenge**
The Medical Director of Colon and Rectal Surgery was slow in ramping up to his productivity goals during his first two years of employment.
- Solution**
Doctivity was engaged to develop a customized business plan outlining market opportunities, competitive analysis, referral targets, and marketing strategies.
- Benefits**
Doctivity activated at the beginning of his third year, and the surgeon's monthly RVUs doubled from the previous year within three months of executing Doctivity's strategies.

Overview:

Our client was experiencing difficulties meeting their productivity goals. After two years of limited success, Doctivity was engaged and activated, leading to RVUs being doubled from the previous year, within just three months.

"Doctivity's comprehensive approach to business building has provided a model for successful physician integration and ramp up to our physician's productivity goals. I have found their team innovative, have an excellent understanding of the business of healthcare and very easy to work with."

– former VP for Physician & Business Development

Challenge

To quickly improve the productivity of a Colon and Rectal Surgery department

Solution

Executed Doctivity business-building strategies for increased results.

Doctivity In Action

- Customized business plan outlining market opportunities, competitive analysis, referral targets, and marketing strategies
- Executed targeted consumer direct mail based on ideal age, geography and income demographic
- Implemented strategic physician relations tactics aligning surgeon with targeted referral sources
- Developed physician-to-physician fact sheet
- Analyzed data to monitor referral leakage, inpatient and outpatient numbers and surgical volume
- Partnered with the specialist and practice manager to ensure all strategies were appropriate
- Implemented a physician referral tracking process
- Calculated new patient growth and down-stream impact

The Results

after executing Doctivity's Business-Building Strategies:

- Surgical volume increased 33% over a three-month period
- Surgical procedures improved from 26 in Year 1 to 36 in Year 2
- November's actual RVUs were 37% above budget
- November Year 2 YTD RVUs increased 37% compared to November Year 1 for increased incremental revenue of \$80K
- As of November Year 2, the surgeon achieved 557 RVUs more than budgeted by the client's Finance department for an added cost savings of \$35K
- As of November Year 2, Doctivity marketing strategies accounted for practice growth of 106 new patients



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