

Palmetto General Hospital

Acute Care Hospital Owned by TENET Healthcare Corporation Needs Programming, Planning and Feasibility Analysis

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Situation

NHA has been working with Palmetto General Hospital (PGH) on a number of repeat occasions for both current and future programming of its facilities to meet the needs of its service area. The circumstances and resulting engagements affected a number of product lines and services, summarized as follows.

Solutions

Adult Open Heart Surgery: PGH and its physicians observed a significant need for an adult open heart surgery program within its service area of 500,000 persons. PGH retained NHA to conduct the associated needs assessment and financial feasibility study, estimating future service area utilization and market share to be achieved by PGH upon its implementation of such a program. NHA prepared the CON application for this tertiary service and testified on the hospital's behalf as an expert in health planning and healthcare finance. PGH received final approval to implement this program, which began operations in 2006.

Neonatal Intensive Care Services: PGH operates a Level II NICU service which has been experiencing increased occupancy during the past few years. PGH hired NHA to conduct the requisite analysis to determine the implications on the hospital of this increasing utilization, prepare the necessary documentation and needs assessment to support the warranted expansion of the unit, opine on financial feasibility and prepare and submit the CON application. PGH received approval for this CON regulated project which has been implemented.

Emergency Room: NHA was retained to evaluate the emergency room historical and current utilization and the anticipated demand into the future, making the necessary recommendations for an expansion and renovation project to meet the future needs of the community being served. Expansion is underway.

Maternity Program: NHA conducted a detailed analysis of the area's obstetrical services and volumes, reviewing PGH's program on a competitive basis, and making recommendations for enhancement and expansion of the PGH product line to meet the needs of the community both currently and into the future planning horizon. Expansion is underway.

Other Services: NHA has been retained to conduct physician need assessment as well as other program evaluations to determine the community need and the manner in which it could be met.

Solution Overview

Customer Profile

Palmetto General Hospital is an Acute Care Hospital owned by TENET Healthcare Corporation.

Business Situation

Tertiary level programming, planning and feasibility analyses needed to plan for and meet community needs.

Solution

NHA conducted several financial feasibility analyses, and associated needs assessments.

Benefits

- Enhanced hospital services
- Increase in market share
- Improved market positioning
- Improved patient satisfaction
- Positive financial performance

For More Information

For more information about NHA services, call our offices at (305) 444-5007. To access information using the internet, go to: <http://www.nhaconsulting.com/>

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