

Master the Art and Science of

# Defining Your Service Area

*Gain Focus and Rally Organization-Wide Alignment for Targeted Growth*



## MARKET PROBLEM

A clearly defined service area is a critical first step for focused strategic planning. But for many healthcare planners, it's difficult to do for a number of reasons.

The top three challenges of defining a service area are:

- \* **Defining a service area too big (or small)**
- \* **A lack of team alignment**
- \* **Defining a service area without data, and setting growth plans based on gut feelings**

These challenges must be overcome before an accurate service area can be applied, and before targeted marketing or physician relations outreach can take place.



## STRATASAN'S SOLUTION

Stratasan solves the issue of service area definition through the activation of our data, technology, and people.



### Our Data

Our clients never have to worry about "black-box" methods, undefined formulas, or confusing algorithms. Our streamlined method for transforming data into actionable intelligence enables clients to get out of the data and on to the important work of service area definition.



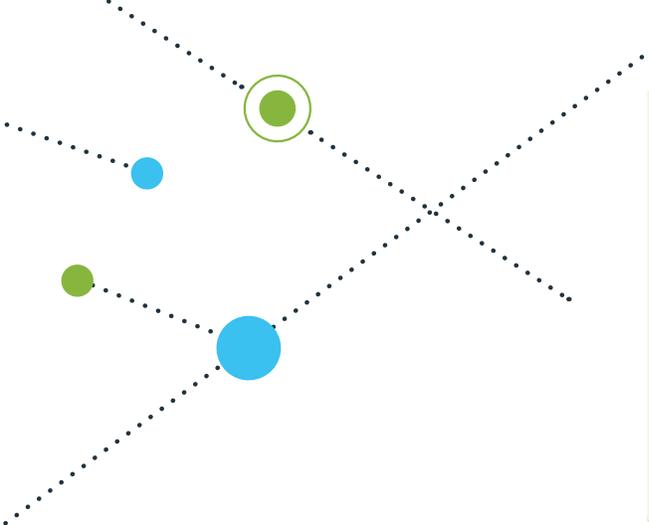
### Our Technology

Our Service Area Creator™ tool allows for service areas to be created using data and volumes (or market share) associated with a local area. It also allows users to approach our platform with a service area in mind, and to assign primary and secondary service area designations to specific ZIP codes or counties.



### Our People

Every Stratasan customer is assigned a Customer Success Manager (CSM). Considered a strategic partner, they are trained and motivated to help every customer get the most out of our products. CSMs will consider all the factors at play in defining a service area. They work alongside clients to determine the best course of action. Additionally, Stratasan's Strategic Advisory Services team is accessible for more in-depth analysis and service area project work.



Stratasean's customer service and support are **second to none**. They are **responsive, personable, patient**, they **listen**, and offer **help** and **explanation** along the way.

**Paul Aslin, Sr.**

*VP & Chief Transformation Officer, Wise Health System*



## EXPECTED BENEFITS & RESULTS

A well-defined service area can lead to a number of positive outcomes, including the following:

- \* More targeted marketing and business development efforts
- \* A better understanding who your true competitors are by service line
- \* More focused strategic growth planning
- \* Organizational alignment around growth tracking

In the end, organizations benefit from having a standard for where to focus and a constant that can be referenced as the market changes.



## FEATURES

### Transparent Data Sources

Analytics solutions can often be obscure black boxes. That's not how we roll. We make sure you see where your data comes from, and we'll point you toward only the most accurate, trustworthy metrics.

### Robust Analytics Capabilities

Businesses cannot live on data alone. That's why we don't just provide data and walk away. Our team works alongside you to see the application in your specific context. We're solely focused on healthcare, and our analytical acumen is unmatched.

### Simplified On-boarding

Our on-boarding process guides you clearly through each step and ensures you have what you need to get up and running super fast. You'll see real value from your data sooner than you thought possible.

### Easy-Access Customer Service

You're not alone. Stratasean is made up of real people who really care about our customers. We get with you quickly —count on it. And your single point of contact will make sure all the dots are connected to ensure ease and success.

For more information about how to partner with our team to define your service area, or to enlist the help of our team of experts in service area growth, schedule a discovery call today: **(866) 628-5051 x 1**.

### About Stratasean

Based in Nashville, TN, Stratasean partners with more than 1,000 hospitals from the nation's top healthcare systems, across 40+ states, providing software and services to equip them to make better, more efficient strategic growth decisions.



STRATASEAN.COM