MP Electives

BUS 507: Healthcare Field Projects

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Client:  Cancer Treatment Center of America

Background:  Cancer Treatment Centers of America (CTCA) is a leader in integrated cancer care customized to meet patients needs.  CTCA’s hospitals are designed to provide all treatments under one roof by an experienced onsite medical team.  CTCA operates six hospitals across the United States.

Project Objective:  To help CTCA determine how to grow patient numbers to the Atlanta facility from outside of Georgia and in the Southeast Region to sustain long-term patient volume targets.

Possible Activities/Issues:
- Evaluate the success of current patient acquisition strategies and CTCA’s brand recognition
- Conduct market research and/or an environmental scan of Alabama, including CTCA’s key competitors for provide cancer care to patients in Alabama
- Develop and administrate surveys to understand Primary Care Physician referral patterns for selected types and stages of cancer patients.
- Evaluate factors associated with patients’ willingness to travel
Client: Emory Healthcare, Emory International

Background: Emory International is a member of the US Cooperative for International Patient Program whose goal is to increase access to world renowned US healthcare for international patients. Approximately 300 international patients are treated in Emory Healthcare a year through the program.

Project Objective: To evaluate how Emory International should expand the scope of its practice while maintaining patient quality and financial feasibility.

Possible Activities/Issues:
- Summarize operating models of selected consortium partners
- Review and evaluate possible strategic directions for Emory International
- Develop improved operations for patient inflow through Emory Healthcare
- Evaluate the financial and marketing risk associate with requiring patient to pre-pay for all services prior to arriving
Client:  Atlanta Community-Based Non-Profit Clinic

**Background:** Community-based nonprofit clinic obtain operating funds from a variety of federal, state and private sources. The recent economic downturn is making it increasingly difficult for community-based non-profit clinics to survive.

**Project Objective:** Help a community-based non-profit clinic develop a sustainable business plan and create a set of financial and business reports to monitor if financial strength.

**Possible Activities/Issues:**
- Review and evaluate the clinic’s current strategic plan, including mission statement and measures of community service
- Develop and launch a billing process and develop cost reports for selected services
- Implement a supply chain management process
- Evaluate the impact of relocating the clinic