

Where should you place your resources?

What is your competitive advantage?

Where are your greatest opportunities for growth?



HOSPITAL NEEDS ASSESSMENT

Cooper Research offers needs assessments to hospitals and large physician practices. The needs assessment combines the demographic, socio-economic and health trends of ***your community***, in order to provide you with a foundation for your strategic plan.

Our clients use needs assessments to focus their efforts on the best ways to grow and prosper.

Best of all, Cooper's needs assessment is not a 'one size fits all' study, but *specific* to *your* organization and *your* community.

Why conduct a "Needs Assessment" with Cooper?

- Our needs assessment uses an productivity-based model, instead of the traditional physician-to-population ratio measurements. The productivity model uses *actual data* from your area to calculate an ideal ratio of physicians by specialty to meet the local demand.
- Each needs assessment focuses on the service lines that are most important to *your hospital*.
- Each study includes a patient origin analysis, which includes mapping of your current draw patterns.
- Along with an analysis of the current physician supply, Cooper's needs assessment includes a review of your physician services life cycle.
- Each needs assessment includes a full analytical report and optional on-site presentation to your hospital's leadership team.

COOPER
RESEARCH

Marketing Intelligence for the Health Care Industry

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