

SERVICE LINE LEADER

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The Revenue Game:

Optimizing the Profitability and Clinical Performance of Service Lines

By Robert A. Dickinson

Rise of Consumerism

Consumers are playing an increasingly important role in choosing their health care. 60%-70% of the commercially insured population have a choice regarding their health plans. 69% choose providers based upon reputation overall and reputation of the services they need. According to a Lippincott study, healthcare consumers are five times (5x) more likely to buy their healthcare services from an organization with a strong reputation.

Care delivery systems and health plans alike are responding to the increasing influence of consumers with product proliferation. In order to define and communicate a distinct market position, care delivery systems in part are developing service lines. The Hospital and Health Services Administration defines service lines as the “bundling and delivery of healthcare services into unique products by aligning the functions and disciplines of a healthcare organization with the needs of distinct communities”.

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