

Strategic Alignment

In the dynamic and competitive environment of healthcare, a strategic plan that drives organizational change and growth is critical. Thomas Group helps clients in the development of strategic plans that provide a framework for decision making, link actions to strategies, and provide a roadmap to achieving measurable results.

We are committed to working with our clients to ensure the specific strategies developed align both financial and operational goals and provide a competitive advantage in the market. Strategy development services include:

- **Hospital-Physician Alignment** – Developing a strategy that reflects the importance of the hospital-physician relationship. The strategy will focus on safeguarding key physician relationships, enhancing existing physician relationships, and building new physician relationships. Built on trust, respect, and a shared vision for the future, the strategy will address growth (increased referrals and admissions), business retention, physician satisfaction, communication, and quality.
- **Medical Staff Plan** – Developing a strategic plan that assesses the community needs for physicians and determines the appropriate size and composition of the medical staff based on the overall strategic portfolio of services (i.e., urology, cardiology, oncology, orthopedic, pediatrics, geriatrics, etc.). The strategy will incorporate physician staffing needs for centers of excellence and identified growth areas, ensuring the right blend of primary care and specialist physicians, physician recruitment and retention, and partnership strategies.
- **Growth Strategy** – Helping companies find ways to grow existing services and launch new products, programs, and services, and we will look for where opportunities exist to develop programmatic portfolios within a center of excellence (i.e., an asthma center as part of pulmonary services). We will explore opportunities to capture more business from targeted physician splitters or from expanding physical facilities.
- **Post-merger Integration** – Developing a proactive strategy that effectively shapes and vigilantly manages corporate culture in the newly-merged organization. The well-planned strategy will ensure a smooth integration of structures, processes, and cultures. Incorporated into the plan will be the identification and adoption of best practices from both entities.
- **Enterprise-wide Strategies** – Developing a strategy that provides enterprise-wide direction and allocation of resources. Thomas Group helps clients analyze market trends, competition, and environmental factors. We also look at centers of excellence to ensure they have the right resources including equipment and space allocation. Thomas Group assists with execution. We conduct retreats and seminars for board and executive leaders.
- **Physician Practice** – Developing a strategy to assist physician practices with successful start-ups or practice turnarounds. The strategy will assist physicians in adapting to changing physician conditions in a regulatory and financially-pressured environment. Thomas Group helps practices improve performance, strengthen their market position, and change physician behaviors. 

