

## Success Stories...

### ProHealth Care Defines Physician Demand with DataBay's Navigate-MD Software

#### *The Challenge*

ProHealth Care, Inc. is the largest health care provider in Waukesha County, Wisconsin, with a network of more than 800 independent and employed physicians. The system primarily serves the Milwaukee suburbs, mostly middle class and affluent communities with steadily increasing populations. ProHealth Care is responding to these expanding demographics by offering a greater scope of services while working within an accelerating environment of competition in their local marketplace. ProHealth Care needs to be able to accurately determine physician need across a variety of specialties throughout its entire system to make effective decisions in recruiting and retaining physicians, while providing evidence to those physicians that their services are needed in the Waukesha area.

#### *The Solution*

ProHealth Care purchased DataBay Resources' Navigate-MD software in late 2007 to use as part of their decision-making process in determining physician need.

"ProHealth Care is now using Navigate-MD to determine the relative demand of various specialties in our service area," explains Herb Rosenberger, corporate planner for ProHealth Care. "It has become increasingly important for us to have accurate data analysis and reporting in practice acquisition discussions where the number of specialists in a given practice who are looking to be employed may exceed our service area requirements. Similar assessments have been undertaken to guide the recruitment of additional physicians in a given specialty."

DataBay Resources developed Navigate-MD to help health care decision-makers determine physician need and validate physician recruitment efforts. This powerful Internet-based software system is unsurpassed in its functionality, flexibility and ease of use for identifying physician supply and community need in a service area.

"Navigate-MD is a reliable, sophisticated tool that complements the other types of analysis we use to document physician need and ensure regulatory compliance," Rosenberger continues. "Our market has been growing for more than a decade, and we are using Navigate-MD to look at supply and demand ratios, and to show evidence of demonstrated needs. This is credible methodology we can share with physicians and system administrators to justify strategic decisions regarding medical staff development planning."

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Corporate Planner  
ProHealth Care

Navigate-MD features an innovative, patent-pending methodology that provides users like ProHealth Care with an efficient, precise solution to address out-of-area influences by offering two adjustments to what is traditionally defined as the area served by a physician. One adjustment is for physicians located *outside* ProHealth's service area who treat patients *within* their service area. The other adjustment is for physicians located *within* ProHealth's service area who treat patients *outside* the service area. By employing these adjustment factors, Navigate-MD allows for the determination of the true number of physicians who are serving their community, rather than a supply number that is defined by ZIP Code delineations alone.

In addition, Navigate-MD's unparalleled features provide detailed physician supply data and can be viewed not only by geography, but by specialty and subspecialty. Demand can be examined by region, gender and age. The software offers capabilities to support physician recruitment and medical staff planning, and includes supply benchmarks, demand ratios and area demographics.

### ***The Outcome***

Analysis done through Navigate-MD has already helped ProHealth Care in its decision-making with physicians. ProHealth Care now employs about 200 physicians, in addition to collaborating with hundreds of independent doctors.

"We believe that the best model for our organization with regard to physician relationships is a pluralistic one," Rosenberger explains. "We want to work closely with all of the 800+ physicians who are caring for the people in our community, whether they choose to become officially employed by ProHealth Care, or they decide to stay aligned with us as independent professionals. By having a good relationship with both groups, all of these physicians will stay in our service area and continue to provide high quality clinical care. Through Navigate-MD, we can help to stabilize the physician community by documenting with credible evidence that the demand for their services exists."

"ProHealth Care has had a long-standing relationship with DataBay because there are many positives about the company's people and products," Rosenberger concludes. "Staff members are well trained and highly responsive to issues and concerns, and the software is reasonably priced and easy to use. Navigate-MD is helping us to make better decisions, so it's paying for itself quickly."

### ***The Partners***

#### ***ProHealth Care, Inc.***

ProHealth Care, Inc. is a regional critical and primary care provider with nationally recognized programs and physicians that ranks among the most technologically and clinically advanced community health care systems in the country. ProHealth Care is the major provider of health services in Waukesha County, Wisconsin, with a network of more than 800 physicians and 6,000 employees serving a population of 540,000 individuals. The system's mission is to promote health and deliver extraordinary healthcare in the communities it serves. ProHealth Care's integrated health network includes: a tertiary care hospital; an acute care hospital; 21 medical centers; home health care and hospice services; assisted and independent living communities; and a health and fitness center. For more information, visit [www.prohealthcare.org](http://www.prohealthcare.org).

#### ***DataBay Resources***

DataBay Resources is a national leader in market analysis systems. Since 2000, DataBay has provided valuable, cutting-edge, customized health care market intelligence software, reporting services and analysis to improve the market and financial positions of hospitals, health systems and ambulatory surgery centers. DataBay's Navigate-MD software streamlines every aspect of the physician manpower planning process, from providing more options for examining supply data to incorporating a choice of demand ratios. This intuitive software employs patent-pending proprietary methodologies to more accurately determine physician need. Clients also benefit from the expertise of the DataBay Application Support Team, whose multiple years of experience with the software tools have prepared them to address issues with proficiency. For more information, visit the web site at [www.databayresources.com](http://www.databayresources.com).