

# Mississippi ChimeMaps 2.0

## Distance Analysis Module – Business Use Case

### Overview

The Mississippi ChimeMaps Distance Analysis module allows users to select zip codes near a hospital based on user-defined drive-time or road distance. Users can filter discharges by service line for these zip codes and identify zip codes that are within the same distance of more than one hospital.

### User Profile

Users in the areas of operations, finance, M & A, service line planning and strategy can assess the potential market for a hospital or group of hospitals from either a collaboration or a competitive perspective. The distance module helps evaluate and visualize market share, overlap of service areas, gaps in service areas, and more to facilitate greater understanding of performance and opportunity.

### Business Uses

- Identify zip codes within a specific drive time or road distance (miles) to understand how far patients may need to, or be willing to travel.
- Assess historical utilization volumes by service line in target areas.
- Identify areas where services may be redundant due to market overlap between hospitals in a system.
- Review and export zip code level detail for selected service areas such as market share, zip code share, and leakage.
- Identify areas of overlap in market share and determine which hospitals are the top market share performers in those areas.
- Add the locations of additional health care providers (such as ambulatory surgery centers) that may be competing for the same patients.

### Benefits

The Mississippi ChimeMaps Distance Module offers users the ability to easily model different growth scenarios based upon how far patients may be willing to travel for different services. Using service lines, user may separate discretionary or “planned” services, such as orthopedic surgery, from those that are typically urgent or emergent, in order to assess and project potential encounter volumes.

In areas where multiple hospitals compete, the system analysis pinpoints the areas of overlap and presents access to hospital performance in those geographic areas based on market share calculations. For areas targeted for expansion, local socio-demographic information is combined with market share and volume detail to aid hospital marketers in the design of outreach campaigns and strategies to reach and attract more patients.

