

COMMUNITY NEEDS ASSESSMENT
= APPROPRIATE PHYSICIAN
RECRUITMENT

Executive Resources, LLC is a results-oriented firm that can take your new program and service from concept stage at board and planning levels through to and including implementation and operations. On the physician side of the equation, we perform joint venture development, business planning, assessments, and practice valuations. Relative to our hospital clients, we provide program and service



OBJECTIVE EVIDENCE OF THE NEED FOR THE SERVICES OF THE RECRUITED PHYSICIAN IN THE COMMUNITY (FOR OIG, STARK, & IRS DOCUMENTATION)

development, finance and reimbursement technical assistance, interim operations, strategic and business planning, and growth strategies. From our New Jersey, Louisiana, and Florida offices, we have been providing these services to our health care clients for over 35 years.

EXECUTIVE RESOURCES, LLC

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"THE ACCESS FIRM"
HOSPITALS, HEALTH SYSTEMS,
AMBULATORY/ FQHC PROVIDERS
AND GOVERNMENT AGENCIES

COMMUNITY NEEDS
ASSESSMENT /
MEDICAL STAFF
DEVELOPMENT PLAN /
GROWTH STRATEGIES /
PROGRAM & SERVICES
DEVELOPMENT /
LONG-TERM CARE /
FQHC DEVELOPMENT –
CLINIC CONVERSIONS



TEL: 732.974.7200

OUR HANDS-ON AND BOTTOM-LINE ORIENTED APPROACH TO PROGRAMS AND SERVICES FOR HEALTH CARE PROVIDERS



THERE ARE MANY PROGRAMS & SERVICES THRU APPROPRIATE STRATEGIC PLANNING THAT ARE RIPE FOR THE PICKING

former hospital executives, we know what it takes regarding strategic challenges in today's environment. Our forte includes program & service development, ambulatory care, strategic & business planning, physician relations, growth strategy, & operations. We are Harry Wright, Bill Cusick, & Larry Sargent. Please call us at 732-974-7200 to discuss your specific health issue.

Executive Resources, LLC provides expert consulting to hospitals, health, systems, ambulatory care providers, & government agencies. Our consultants have 35+ years experience in the finance, regulatory, & audit arenas, consisting of actual operations & consultancy expertise, thereby providing clients with invaluable insight.

We have historically interacted with CEOs, CFOs, & CMOs. Projects range from technical to interim operations. As

Community Physician Needs Assessment

The performance of a Community Needs Assessment is necessary for physician recruitment for OIG, Stark, IRS, & anti-kickback purposes. Executive Resources, LLC takes "ratio-driven" physician need to another dimension. We modify traditional, multiple ratio need determination that will provide the necessary objective evidence as the rationale for recruiting & supporting the particular physician. In addition to physician-to-population or patient visit ratios, we look at changing service area demographics, physician demographics, & health indicators.

Medical Staff Development Plan

Clearly, the underpinning of physician recruitment & retention is a sound Medical Staff Development Plan, which we perform for our clients. However, as we



BREAKFAST MEETINGS ARE A PERFECT WAY TO DISCUSS YOUR SPECIFIC HEALTH CARE ISSUE

have seen in many instances, the Plan is not kept current and is out of place in time. The Plan must be linked to a hospital's Strategic Plan & serves as the in-house document that delineates the number of physicians an institution has onboard & the number it needs, by specialty, in order to effectively target recruitment efforts & to expand market share.

Executive Resources, LLC's Growth Strategy Thoughts

We are firm believers in measurable growth—growth that is not a "one-time shot," but rather sustainable over the long haul. Executive Resources, LLC works with our clients to further concept development & implement growth strategies that are related to growth in net revenues, growth in market share, growth in physician cultivation, & growth in an organization's management effectiveness & efficiency. Strategic growth commences with a detailed marketplace assessment including competitor analysis. Current & future reimbursement trends & clinical product lines, trends extrapolate to future utilization and physician relationships—impacting program & service development opportunities such as new product lines (i.e., see our FQHC Case Study at www.execresources.net), joint ventures, & acquisitions. We have assisted our clients in developing strategies in areas of primary care, obstetrics/gynecology, ambulatory surgery, radiology, laboratory, neurology, ID, & long-term care.

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