



Success Stories...

Somerset Hospital CEO/COO Rely on NavigateNet for Strategic Decision-Making

The Challenge

Somerset Hospital is the major health care provider in rural Somerset County, Pennsylvania. In a region dominated by large health systems, Somerset Hospital has remained a successful independent community hospital for more than 80 years. Key to the hospital's viability is its continued financial stability and proficiency in anticipating and adapting to market changes over time.

The hospital long ago recognized the value of accessing critical information about its market share, utilization patterns and medical staff activity to make effective strategic decisions that positively impact the bottom line. The hospital initially hired consultants to provide data collection, analysis and reporting, until administrators found a more cost effective, user-friendly alternative.

"It was very costly to outsource demographic profiling," explains Somerset Hospital Chief Operating Officer Cheryl Brill. "In addition, it was more difficult to ensure the integrity of the data, and we didn't have the flexibility we wanted in our reporting. In researching other options, I found Navigate, then known as HCMAS. As an early user, I quickly gained a greater understanding of our market share and an appreciation of how to efficiently convert the data into solutions that impact our decision-making over the long-term."

The Solution

Somerset Hospital began using the DataBay Resources Navigate software in 1999 to better determine its market share and competitive position. Throughout the past decade, these challenges have remained a constant in the ever-changing health care marketplace. As DataBay Resources continues to produce faster, more powerful versions of Navigate to support the evolving health care market assessment initiatives of its users, Somerset Hospital has kept pace with these advancements. The hospital recently converted to the newest generation of Navigate – NavigateNet, the fastest Internet-based software currently available for health care market analysis.

"Somerset Hospital has been solely using NavigateNet since the fall of 2007," Brill explains. "This new web-based version gives us more freedom and flexibility because we're no longer tied to a single desktop. The transition took less than two months, and it's saving considerable resources because we no longer require support from our small Information Technology staff – not to mention the added room we now have on our server because the system resides online."

NavigateNet offers state-of-the-art reporting capabilities for patient visit databases. It also provides the fastest real-time access to new data releases. This new version provides more control of report output to the user, increased trending options, more efficient group-building functionality and a direct link to mapping software. Its user-friendly navigation offers drill-down capabilities and seamless integration with multiple software packages.

"It's hard for me to imagine why any hospital CEO would choose not to take advantage of DataBay's NavigateNet product. This cost effective data analysis software has incredible value for all types of health care organizations, from small rural hospitals like Somerset to large urban health systems. It's critically important for all CEOs to possess valid data analysis to understand their market share and justify targeted strategic planning, benchmarking and physician recruitment efforts."

"NavigateNet helps us to identify market movements by effectively breaking down our market by ZIP Code, as well as by physician specialty and sub-specialty," comments Mike Farrell, Somerset Hospital Chief Executive Officer. "Through NavigateNet's flexible, detailed reporting options, we know at any given time what our market share is. We know the people who are using our services. And, we also know who is *not* using our services. This information is invaluable in helping us make critical decisions about which physicians to hire and the types of services to offer that will draw those people into our market while continuing to satisfy the needs of current customers."

Mike Farrell
Chief Executive Officer
Somerset Hospital

“We also use NavigateNet data as validation to potential physician partners that opportunities exist for them within our service area,” Farrell continues. “It’s very difficult to recruit physicians to our rural region because of low physician reimbursement and the high cost of malpractice insurance. NavigateNet’s drill-down capabilities can quantitatively show physicians from a wide variety of specialties where there is great potential for our market to support their services.”

The Outcome

“NavigateNet gives us the high quality data analysis we need to make strategic decisions that determine the future success of our organization,” says Brill. “Through its flexible and powerful reporting capabilities, we can precisely measure our progress beginning at the point of any initial decision. NavigateNet’s critical information is at the core of why we function the way we do. This data analysis provides the foundation that helps us make better decisions.”

“It’s hard for me to imagine why any hospital CEO would choose not to take advantage of DataBay’s NavigateNet product,” Farrell concludes. “This cost effective data analysis software has incredible value for all types of health care organizations, from small rural hospitals like Somerset to large urban health systems. It’s critically important for all CEOs to possess valid data analysis to understand their market share and justify targeted strategic planning, benchmarking and physician recruitment efforts.”

The Partners

Somerset Hospital

Somerset Hospital is a progressive rural community hospital that has operated independently and with sound financial stability since its inception in 1921. The hospital is one of the largest employers in Somerset County, with more than 800 employees and nearly 175 employed and consulting physicians who serve 81,000 county residents. Known for its longstanding commitment to family practice and internal medicine, Somerset Hospital strives to continually meet its mission to preserve and improve life by providing access to quality and customer friendly healthcare services. Somerset Hospital is a full-service hospital, offering a complete array of preventive, rehabilitative, surgical and oncology services. Its core strengths include emergency care, surgical services, cardiology and women’s services. For more information about Somerset Hospital, visit www.somersethospital.com.

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 NavigateNet is the fastest, Internet-based health care market analysis system currently available, streamlining research and analysis to support health care market assessment initiatives. NavigateNet helps users achieve cost savings through enhanced efficiency with state-of-the-art reporting capabilities. 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.