

Case Study: Hospital Achieves Double-Digit Growth in Challenging Times

Lake Charles Memorial Health System and Tiller-Hewitt Partner to Mitigate \$100 Million in Leakage

ST. LOUIS, MO, UNITED STATES, June 1, 2023 /EINPresswire.com/ -- May 31, 2023 - Tiller-Hewitt HealthCare Strategies and Lake Charles Memorial Health System (LCMH) have published a case study detailing how the Rapid Impact Growth Strategy resulted in \$24.3 million in incremental net revenue and double-digit growth in strategic services and specialties volume in year one.



TILLER+HEWITT™
HEALTHCARE STRATEGIES

FEATURED CASE STUDY:
Achieve Double-Digit Growth in Challenging Times



Lake Charles Memorial Health System

Case Study: Hospital Achieves Double-Digit Growth in Challenging Times

“Tiller-Hewitt was my first call when I arrived here as the new CEO, based on my experience partnering successfully with them at previous organizations,” stated Devon Hyde, MBA, President and CEO Lake Charles Memorial Health System. “In the middle of the pandemic and unprecedented weather disasters, they helped us produce immediate home runs and rallied our already-strong team to deliver the best customer experience, achieve new levels of performance and drive exceptional strategic growth.”

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Devon Hyde, MBA, President and CEO Lake Charles Memorial Health System

Through Tiller-Hewitt’s Strategic Growth Readiness Assessment, they quickly identified that LCMH’s position as market leader was at risk because of over \$100 million of outmigration from their medical group to local competitors for services LCMH offers. Their Rapid Impact Strategic Growth playbook addressed this challenge with service line

growth teams, process improvement programs, physician outreach strategy, deployment of the professionally trained liaison team, and a formalized physician integration program to ensure rapid ramp-up of new providers.

"We were impressed with how quickly and enthusiastically the LCMH team engaged in our 360 degree approach to uncover inefficient processes, solve access bottlenecks, engage providers, and execute a data-driven, professional outreach focused on strategic growth," said Tommy Tiller, COO of Tiller-Hewitt HealthCare Strategies. "They focused on the mission-critical work to drive both near-term growth opportunities and position the health system for sustainable growth far into the future."

"Our engagement with Tiller-Hewitt HealthCare Strategies was a true collaboration, laser-focused on identifying and eliminating growth chokepoints, meticulously measuring KPI's, hardwiring stakeholder accountability and delivering measurable ROI," said Manley M. Jordan, MD, FCCP, Chief Medical Officer/ Executive Vice President of Lake Charles Memorial Health System. "I strongly recommend their strategic growth, physician liaison and provider integration/onboarding programs for any organization struggling to grow market share in these challenging times."

Discover how healthcare executives are leading their teams with growth strategies that work. Accessing Tiller-Hewitt's Leadership Resources featuring senior leaders who bring strategic growth solutions and case studies to life. They focus on practical ways to prioritize and execute initiatives proven to drive rapid impact strategic growth through intentional, transparent engagement with patients, physicians, communities, payers and even competitors.

LATEST CASE STUDIES:

- Lake Charles Memorial Health System: Partnership Rapidly Generates \$24.3 Million in Net Revenue Growth
- Archbold Medical Center: Strategic Growth Readiness Assessment Tees Up \$122 Million Revenue Growth
- CHRISTUS St. Michael Health System: Best-In-Class Physician Integration Sparks Improved Retention and Performance

2023 LEADERSHIP WEBINAR SERIES:

Tiller-Hewitt's leadership webinars feature senior leaders who bring strategic growth solutions and case studies to life. They focus on practical ways to prioritize and execute initiatives proven to drive rapid impact strategic growth through intentional, transparent engagement with

TILLER + HEWITT™
HEALTHCARE STRATEGIES

CASE STUDY
Partnership Rapidly Generates \$24.3 Million in Strategic Growth

Lake Charles Memorial Health System (LCMH) and Memorial Medical Group (MMG) partnered with Tiller-Hewitt HealthCare Strategies to identify and rapidly realize \$24.3 million in incremental net revenue growth for strategic services and specialties offered within the system by:

- Delivering extensive data analysis and market research insights to prioritize areas of focus
- Creating immediate and intermediate strategic growth plans for areas of opportunity
- Unlocking latent capacity by identifying and creatively solving access barriers to become the "path of least resistance" for providers and patients
- Developing and executing an outreach strategy that clearly differentiates key service lines in the defined markets
- Executing a data-driven physician liaison program to generate referrals and drive rapid, consistent, strategic revenue and market share growth

Tiller-Hewitt delivered measurable, strategic results in the near term and positioned LCMH for sustainable growth far into the future. Through their Rapid Impact Strategic Growth solution, Tiller-Hewitt created a collaborative, data-driven process that hardened a strategic growth mindset, efficient processes and delivered immediate return on investment.

Year 1 Return on Investment

Market Share Growth	Outpatient	Inpatient
+2.24%	+3.33%	

666-651-8701 www.tillerhewitt.com

Partnership Rapidly Generates \$24.3 Million in Strategic Growth



Lake Charles
Memorial
Health System

"Tiller-Hewitt was my first call when I arrived here as the new CEO, based on my experience partnering successfully with them at previous organizations."

Their team consistently provides the expertise needed to deeply engage and drive strategic growth in alignment with every organization's business goals.

Tiller-Hewitt helped us produce immediate home runs, including year-one, double-digit revenue growth and a double-digit market share. They're a true partner that fosters a culture of collaboration, transparency and accountability. They helped our already-strong team deliver the best customer experience, achieve new levels of performance and drive exceptional strategic growth.

Devon Hyde, MBA,
President and CEO
Lake Charles Memorial Health System

physicians, communities, payers and even competitors.

Registration Open:

- August 9, 2023 - Amplify Your Customer Activation Strategy
Revolutionize How You Strategically Attract & Retain New Patients
- September 13, 2023 The Power of Data to Drive Strategic Growth
Finding & Using the Right Data to Drive the Right Decisions
- December 6, 2023 - That's a Wrap!
2023 Strategic Growth Solutions that Worked

Replays Available to Download:

- March 15, 2023 -The Power of Now: Rapid Impact Strategic Growth
How Near-Term Solutions Fund a Sustainable Future
- April 25, 2023 - Stop Admiring Your Problems & Start Growing
How to Strategically Overcome Access, Capacity & Resource Challenges
- May 10, 2023 - Disrupt Yourself: The Strategic Growth Imperative
How to Achieve Radical Success with a Singular Focus

LEADERSHIP LENS PODCAST SERIES:

This on-demand series delivers 20-to-30 minute podcasts featuring experienced leaders engaged in a candid conversation with Tammy Tiller-Hewitt about the good, the bad and the awesome lessons learned while leading organizations.

Recent 2023 Podcasts:

- Transparency, Honesty, and The Value of Your Team
- Leadership Blindspots & Do-Overs: Your Guide to Improving Any Relationship
- The Power of Leadership Influence: 30-Seconds to Change a Career Trajectory

About Tiller-Hewitt HealthCare Strategies:

For 21 years, Tiller-Hewitt HealthCare Strategies has partnered with healthcare organizations to consistently deliver strategic growth and measurable results. Tiller-Hewitt designs and executes high-performance programs that drive strategic growth, network optimization, and physician retention for hundreds of health systems, hospitals, population health and provider organizations nationwide.

Tiller-Hewitt delivers rapid, measurable return on investment by working as partners with leadership, operations and physician outreach/liaison teams to hardwire a collaborative culture. Together we build and execute strong strategic growth programs on the Tiller-Hewitt Pillars: Systems, Data and People.

Access the full range of strategic growth programs, services and resources at tillerhewitt.com/services.

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