

Four Smart Growth Moves for 2024

Healthcare Leaders Must Focus on Solutions that Drive Near-term ROI

ST. LOUIS, MISSOURI, UNITED STATES, October 12, 2023 /EINPresswire.com/ -- In 2024, hospitals, health systems, and physician organizations face the dual challenge of escalating costs and intensifying encroachment from market disruptors. These market conditions require healthcare leaders to drive return on investment from near-term strategic growth initiatives, which fund long-term sustainability.



TILLER-HEWITT™
HEALTHCARE STRATEGIES

Industry Leading Solutions
Rapid Impact Strategic Growth Solution

Focus on Strategic Growth
Solutions that Produce
Near-term ROI

22 YEARS
HEALTHCARE STRATEGIES

Healthcare Leaders Must Focus on Solutions that Drive Near-term ROI

“Successful healthcare leaders know they can’t cut their way to growth and wait for long-term initiatives to produce results,” said Tammy Tiller-Hewitt, FACHE, Chief Executive Officer of Tiller-Hewitt HealthCare Strategies. “Instead, they focus on strategic growth solutions that produce near-term ROI.”

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*Tammy Tiller-Hewitt, FACHE,
CEO of Tiller-Hewitt
HealthCare Strategies*

A rapid-impact growth strategy that integrates these four key solutions will make 2024 a year of leadership impact:

1. Remove Access Barriers and Friction

Access barriers masquerading as capacity issues can be revealed and resolved through a strategic growth readiness assessment, supported by robust data analytics and rapid-cycle process improvements. This is the fastest way to unlock hidden capacity, eliminate barriers to access,

mitigate leakage, and prepare the organization for immediate, measurable strategic growth.

2. Engage and Activate Consumers

On average, health systems spend \$1 million per hospital on marketing initiatives without a clear path for converting the investment into revenue. New consumer engagement solutions go beyond generating leads to create a seamless consumer experience that generates immediate and focused growth in your system.

3. Strengthen Referring-Physician Relationships

Physician outreach and business development programs can be easily derailed by competing priorities and distractions. Sharpen execution with a game-changing playbook for a data-driven outreach program strategy supported by laser-focused provider targeting, new or updated sales collateral and referral tools, and best-in-class physician liaison training and physician relationship management program (PRM).

4. Build Lifetime Customer Value

Market disruptors are investing billions to gain the loyalty of patients and capture market share. Hospitals can proactively counter this when they stop chasing transactional care and develop solutions that leverage deep data insights to build engagement, relationships, overall customer value, and share of wallet.

Healthcare Leadership Resources:

Tiller-Hewitt's wealth of case studies, webinars, and podcasts 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 physicians, communities, payers, and even competitors.

Through Tiller-Hewitt's leadership resources, the healthcare industry has access to insights and experience on a full spectrum of rapid-impact strategic growth topics.

[LATEST CASE STUDIES](#)

Bottomline results matter. These case studies and articles demonstrate why CEOs make Tiller-Hewitt their first call to help them solve their toughest barriers to growth and rapidly deliver strategic results.

- 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 Revenue Growth
- CHRISTUS St. Michael Health System: Best-In-Class Physician Integration Sparks Improved Retention and Performance
- Leadership Insights Article: How to Turn Healthcare Disruption into Growth

[2023 LEADERSHIP WEBINAR SERIES](#)

Senior leaders focus on practical ways to prioritize and execute initiatives proven to drive rapid impact strategic growth:

Registration Open

- October 18, 2023 - Don't Expect Growth; Earn It with Customer Value What Does Customer

Loyalty Really Mean in Healthcare?

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

- August 9, 2023 - Amplify Your Customer Activation Strategy
Revolutionize How You Strategically Attract & Retain New Patients

Download 2022 Webinar Replays

[THE LEADERSHIP LENS PODCAST SERIES](#)

Experienced leaders engage in candid conversations with Tammy Tiller-Hewitt about the good, the bad, and the awesome lessons learned while leading organizations.

Recent 2023 Podcasts

- How to Avoid The Death of Your Organization
- 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

See the full Leadership Lens Podcast Library

About Tiller-Hewitt HealthCare Strategies:

For 22 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 a 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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