Webinar: Top CFO Revenue Generation Strategies
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Revenue Generation Strategies

We’ll Explore Today:

1. Building a strong referral network to fuel outpatient growth

2. Deploying technologies and workflows to reduce network leakage

3. Leveraging business analytics to gain visibility into referral patterns across a community

4. Creating the best patient access experience to become the preferred referral destination

5. Leveraging new technologies to fill the care coordination gaps EHRs can't address
CFO and Executive Priorities

**Risk Return**
How would you describe the risk-adjusted return on your EHR investment?

- Adequate: 44%
- Never Expected a Return: 16%
- Unclear: 17%
- Less Than Acceptable: 19%

Sample size: 147 respondents

**Revenue Growth**
Which methods of revenue growth are most likely to be successful?

- Growing Referrals and Orders from Independent Providers/Practices: 57%
- Acquiring Independent Physician Practices: 22%
- Reducing Network Leakage: 51%
- Introducing New Service Lines of Business: 61%
- Other: 10%

Sample size: 143 respondents

**Costs**
What is your approach to driving out costs from your organization?

- Centralize/Standardize Administrative Processes: 56%
- Better Manage Provider Utilization: 59%
- Replace Manual Processes with Information Technology: 51%
- Reduce FTEs: 40%
- Other: 19%

Sample size: 140 respondents

**Strategic Focus**
Do you have a strategic focus with your provider community to drive outpatient growth?

- Yes: 50%
- Somewhat: 40%
- No: 8%
- Don't Know: 2%

Sample size: 139 respondents

**Community Collaboration**
Are you going to need to collaborate with your community partners in order to generate more revenue?

- Yes: 64%
- Somewhat: 28%
- No: 4%
- Don't Know: 4%

Sample size: 135 respondents

**Competitive Advantage**
What do you see being your future competitive advantage?

- Implementing Service Innovation (Game-Day Appointments Guaranteed): 23%
- Being the Most Comprehensive (Broad/Deep) Provider: 12%
- Being the Low Cost Provider in Your Market: 14%
- Being the Premium Quality Provider in Your Market: 43%
- Other: 8%

Sample size: 138 respondents
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