



CASE STUDY

Temple Health Bariatric Program: Weight Loss and Metabolic Surgery



"What we got from the team was beyond our expectations, because it included insight, recommendations, tangible reports and meaningful discussion."

-Richard A. Leonowitz, Director of Business Operations, Jeanes Hospital

Client Profile

Temple Health Bariatric Program is a weight loss and metabolic surgical service line operating in two locations across Temple University Hospital and Jeanes Hospital. As members of TUHS, the joint service line offers both inpatient surgical and non-invasive surgical solutions for patients in the greater Philadelphia area, battling with severe obesity and struggling with a range of related co-morbidities including type-2 diabetes, asthma, and obstructive sleep apnea.

The Project

Temple Health Bariatric Program engaged Fox Management Consulting (Fox MC) to embark on a two-phase consulting assignment aimed at establishing a "Best-in-Competition" bariatric program. The intent was to drive sustainable long-term patient volumes, while optimizing patient experience, differentiating the program from strong regional competition. Temple Health Bariatric Program was looking to develop a long term renewable business model increasing volume in their patient pipeline.

Recommendations

Research conclusions provided support for near and intermediate term initiatives with three distinct focuses:

- Develop a customized physician engagement program within Temple Health and other network affiliates.
- Customize segmented messaging to the potential patient base and stratify population pockets for demographic specific opportunities.
- Enhance the end-to-end patient experience and promote those unique service line attributes expected to increase patient recruitment and retention.

Fox MC pursued a strategic plan focused on "Best-in-Competition" strategies, capabilities, and marketing tactics for each aspect of the value chain:

- Fast Track Program: Capture incremental patients currently lost due to existing programmatic inefficiencies.
- Physician Engagement: Through utilization of existing physician networks and enhancement of marketing and engagement opportunities
- Seminar Enhancements: Opportunities for improvement at minimal cost with the potential to improve conversion rates.

