



CREATING A HOSPITAL RETAIL CLINIC STRATEGY – 1 DAY WORKSHOP

Join leading health care expert and author of **The Hospital Retail Clinic Toolkit**, Mary Kate Scott, in an intensive one-day workshop to help hospital and healthcare executives understand and make a recommendation on the retail clinic opportunity for hospitals. At the end of this hands-on workshop the participants will have the information, tools, and a process to create a strategy to meet their hospital’s specific needs, as well as a slide presentation to communicate this opportunity and their preliminary plans to colleagues.

Hospitals might use retail clinics (or their operational ideas) to serve existing patients to improve satisfaction and reduce costs, or attract a new and different patient population to diversify their patient/payer mix. A retail clinic can assist with many different goals for each of these patient groups. However, it’s crucial to know the primary goal, as this will drive strategic choices on operations, staffing, location, services, pricing, system integration and marketing – and will affect the opportunity and risk of a retail clinic.

This workshop is conducted either onsite and tailored for a healthcare system’s specific needs or offered in a public venue for multiple hospital system leaders.

Workshop participants receive **The Hospital Retail Clinic Toolkit** – with the guide and full set of tools including all slide presentations, consumer research tools, demand calculators, operating and capital costs tools, and a list of retailers and operators interested in working with hospitals. Toolkit members gain access to a series of webinars and a community of users.

Ms. Scott is the author of the landmark reports, “*Health Care in the Express Lane: the Emergence of Retail Clinics*” (July 2006) and “*Health Care in the Express Lane: Retail Clinics go Mainstream*” (Sept 2007). Her new book and toolkit, **The Hospital Retail Clinic Toolkit**, available at www.HospitalRetailClinicToolkit.com, is the only guide of its kind to provide comprehensive help as hospitals navigate the retail clinic space.

WORKSHOP AGENDA	
An introduction to retail clinics – the operators, retailers, consumers, payers and regulators <i>(materials will be sent in advance to allow for this rapid introduction)</i>	45 minutes
How to make the decision on whether a healthcare system should enter the clinic area	30 minutes
The top five critical assessments a health care organization must make before deciding how to enter the retail clinic space as either an operator or a partner	45 minutes
A review of the most common strategies hospitals are taking with case study examples to understand the impact on the system’s patients, physicians, staff, finances and other resources <ul style="list-style-type: none"> Operating several retail clinics in multiple retail locations Affiliating with a retail clinic operator, providing brand and staff Operating a Wal-Mart clinic – with and without an affiliation relationship Operating a retail-like clinic inside a hospital’s facility to reduce ED overcrowding and uncompensated care 	2 hours
Understanding the financial models and how to use the operating and capital cost tools	30 minutes
Using the tools to better estimate demand: consumer research tools and assessing a healthcare systems own patient data	45 minutes
Creating a plan to ensure Physician and staff support – using workshops, surveys and the experience of 2 hospitals	30 minutes
Integrating the information – creating a set of next steps and a communication plan to present the opportunity and preliminary recommendation on how to move forward with the opportunity (and risk) of retail clinics	30 minutes
Wrap Up Discussion	15 minutes