

The Hospital Retail Clinic Toolkit

A Guide for Hospitals to Assess the Opportunity and Risk of Operating a Retail Clinic

Hospital leaders take major risks by ignoring the retail clinic phenomenon. This timely, complete and practical guide helps hospital executives create an optimal response to retail clinics, which may include operating their own retail clinics, partnering with an operator, or using retail clinic principles in existing hospital operations. The guide includes decision-making tools and financial models that address a hospital's options to use retail clinics and how to gauge the overall impact on a hospital's care delivery, operations, staff, reputation and economics.

This guide articulates the rationale for using different retail clinic models, assists hospitals to assess the demand for retail clinic services and determine if using a retail clinic model will drive patient satisfaction and loyalty, attract new patients, and/or drive savings within their operations. The practical advice and tools will help hospitals identify and win over retailers to secure space, select appropriate measures of success, create focused pilot programs, forecast the financial commitment, and create strong partnerships with existing retail clinic operators. Over 20 tools including presentations, worksheets, calculators, patient surveys, and slides, are included to streamline the strategic decision-making and implementation.

"Mary Kate's reports, expertise and approach to sharing knowledge have shaped the retail clinic industry. Her objective and powerful insights have provided outstanding value to clinic operators, retailers, and medical providers interested in this new healthcare delivery model..."
Michael Howe, CEO, Minute Clinic

"Mary Kate Scott is our members' go to expert on convenient care clinics, and this toolkit provides detailed expert guidance for hospital systems to make the right decisions for their retail clinics..."
Tine Hansen-Turton, Executive Director, Convenient Care Association

"From early in the industry's development, Mary Kate Scott has stood out as a knowledgeable and forward-thinking observer of the evolution, trends and opportunities in the retail clinic space. Drawing on her deep understanding of the industry, The Hospital Retail Clinic Toolkit provides useful tools and straightforward advice to help hospitals make informed choices about retail clinic operations."
Alicia Ledlie, Senior Director, Health Business Development, Wal-Mart

"This guide is a valuable contribution to our industry and offers practical advice for hospital's creating their own clinics or in partnership with clinic operators."
Web Golinkin, CEO, RediClinic

Mary Kate Scott is the Principal of **Scott & Company**, a strategy consulting firm for health provider and technology firms, their investors, and leading healthcare organizations, such as the California HealthCare Foundation. Her interests lie at the intersection of consumers, health technology, and new delivery and business models. She works with leaders of hospitals, medical device firms, pharmaceutical companies, retailers and investors to evaluate the opportunity and impact of retail clinics and other growth strategies. Her recent publications include two groundbreaking CHCF landscape reports on retail healthcare clinics, new market approaches for medical device firms, the future of remote health services, and shifting consumer healthcare payments and incentives. Mary Kate is an Adjunct Professor at University of Southern California Marshall School of Business teaching Entrepreneurship in Life Science focusing on new business models in healthcare. Previously she was with McKinsey & Company and Procter & Gamble.