

Under contract with the Federal Government, this provider of intelligent software systems was developing an artificial-intelligence based dynamic decision support application focused on patient scheduling and resource allocation in the OR. To support continued funding for Phase 2 development, the company needed to demonstrate the potential opportunity for this application in the civilian healthcare market.

The company engaged Connor Bates, Inc. to validate the opportunity and to identify the key needs, issues, and trends in enterprise resource scheduling among healthcare organizations.

## **Opportunity Analysis for Enterprise Patient Scheduling & Resource Allocation**

*A Connor Bates Action Report*

In order to meet its government customer's timeline, the company set an aggressive schedule and budget to complete the work. According to Linda Brackett, president of Connor Bates, "To deliver valid insights within those constraints, we approached the engagement as two parallel activities: primary research with key decision makers and users in OR and outpatient scheduling, radiology, and information systems; and secondary research into the features and functionality of available scheduling applications."

In-depth, targeted interviews provided concise insights into perceptions of the work flow issues, challenges, and potential developments that could affect resource scheduling at major health systems. These discussions exposed customer perspectives regarding unmet needs, performance expectations, and future requirements for resource and patient scheduling technologies. They uncovered perceived strengths and weaknesses of scheduling applications and approaches that are currently available, and validated the potential value of the company's approach and technology.

The Connor Bates team synthesized these insights with its own knowledge and experience in healthcare and healthcare information technologies, as well as the secondary research results, to provide a clear picture of the potential opportunity and how best to pursue it. As a result, the company gained the funding necessary to continue its development effort.



## Business Objectives

- Validate the opportunity in the civilian healthcare market for dynamic enterprise patient scheduling and resource allocation solutions
- Obtain continued funding of the product development effort

## Connor Bates' Solution

- Leverage access to industry thought leaders and potential customers to get a snapshot of the state of patient scheduling and resource allocation technologies
- Capture and synthesize perspectives, experiences, and expectations of both implementers and users in a variety of potential application environments
- Identify potential Phase 2 development advisors

## Results

- Captured details on current practices, challenges, and technical requirements from the perspectives of managers, schedulers, and physicians
- Exposed planned and desired changes to patient scheduling processes across several departmental areas
- Validated specific areas of unmet need not currently addressed by leading healthcare IT providers
- Delivered results within a compressed 4-week time frame

## Impact

- Client gained approval and funding for the next stage of development



Connor Bates is a hands-on consulting firm that collaborates with business-technology executives to assess market opportunities, set clear strategic direction, and bridge strategy with execution during critical stages of growth. The firm provides strategic go-to-market planning, proprietary research, executive coaching and program-development services designed to facilitate action tied to corporate goals and resources.