

# HEALTHPLEX ASSOCIATES, INC. - CASE STUDY:

## ADDRESSING POPULATION HEALTH IN MISSISSIPPI



# Singing River

## Healthplex

PASCAGOULA, MISSISSIPPI

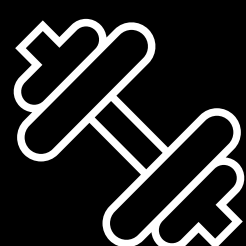
### OVERVIEW

Singing River Health System broke ground for its new vision of health care in the Gulf area of Mississippi in the Spring of 2010. Located next to Singing River Hospital, the 24,000 sq. ft. medically-based fitness and wellness center is positioned strategically close to Cardiac Rehab and Physical Therapy within the Singing River Medical Park, to strengthen clinical integration and improve the continuum of care. A strategic goal of the Health System was to move patients efficiently from clinical services to supervised exercise programs. Another factor in the decision to build the medical office/wellness center building was to create a hub for community education and wellness. The additional departments within the medical park include Speech/Occupational Therapy, Radiology, Rheumatology, Pulmonology, Sleep Center, and Women's Wellness.



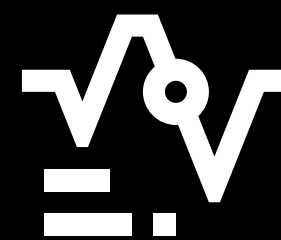
### THE CHALLENGE

Healthplex Associates takes pride in working with our partners to help achieve their goals. A high priority goal for SRHS is the emphasis on clinical to membership conversion rate, a measure of the effectiveness of the integration of services. This rate is defined as the number of memberships generated from clinical services and physician referrals. Healthplex Associates worked with SRHS to establish a specialist position (Clinical Integration Coordinator) to facilitate the relationship with clinical services and to serve as a liaison to create an exercise program for the patient. After opening, Singing River Healthplex struggled to meet the goal that was set. Referrals from Cardiac Rehab and Physical Therapy weren't enough. A new strategy needed to be developed.



### THE SOLUTION

To achieve Clinical Integration, for patients, the path to fitness and wellness programs must be easy and convenient for both the referring provider and the patient. Whether it's a primary care physician, physical therapy or the cancer center, every element of the continuum must work in concert to provide an optimal patient pathway. At SHRS, an innovative part of the solution was to set up a referral mechanism within the Health System's EMR (Electronic Medical Records). Coupled with both an internal communication campaign to educate physicians and other health professionals about the ease of the process and benefit to their patients, and a respected Clinical Integration Coordinator the program has led the way to a more effective patient experience, exceeding expectations.



### THE RESULTS

The System set what it believed was an aggressive goal of a 30% conversion rate; by early 2020 that goal was exceeded and the growth trend continues!



### HPA HISTORY

Partnering with hospitals, health systems, and universities across the country, Healthplex Associates works to create and manage clinically integrated fitness facilities. Healthplex Associates has been a proud partner of SRHS from the beginning planning phases in 2010.



healthplex associates, inc.