

# Defending Your Turf

## A TrustWorks Case Study



## Primary Care Blueprint Prepares Health System for New Competition

TrustWorks delivered a **roadmap to address increasing competitive pressures** by unifying the system's ambulatory strategy and **identifying opportunities to expand capacity**

### Services Deployed

- Organizational Strategy
- Governance Modernization & Assessment
- Service Line Planning
- Primary & Specialty Care Development
- Digital Health Strategy
- Access Improvement Initiatives
- Economic Performance Assessment
- Physician Compensation Design & Implementation
- Market Growth & Analysis

# TrustWorks

Collective



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## CHALLENGES



A multi-hospital health system, **faced with increasing competitive pressures from new and expanding regional players**, identified four internal priorities to address for the system to achieve long-term stability:

- **Primary care capacity gaps**
- **Aging physician workforce**
- **Fragmented ambulatory infrastructure**
- **Value-based care transition**

## SOLUTIONS



TrustWorks designed a **Primary Care Strategic Blueprint** to build an integrated, scalable ambulatory platform, featuring:

- **Physician-led, professionally managed medical foundation** to centralize governance, operations, and oversight
- **Hub-and-spoke geographic expansion strategy** to meet demand and defend market share
- **Team-based care delivery model** to improve productivity
- **Workforce recruitment pipeline** to address succession and capacity challenges
- **Financial modeling infrastructure and operational dashboards** to enable long-term sustainability

## RESULTS



1

### Targeted Capacity Expansion

- Identified need for 28 additional providers to close annual 50K-visit demand gap
- Delivered 5-year roadmap for adding 36 providers across 7 markets

2

### Projected Financial Growth

- \$51M total revenue increase
- \$450K average revenue per provider
- \$164 blended revenue per wRVU
- 22% annual growth in patients served

3

### Advanced Strategy Goals

- Strengthened health system's competitive position
- Designed team-based care delivery model to boost productivity and support transition to value
- Improved patient access and geographic coverage

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