

# Strategies & SOLUTIONS

A Publication of Health Strategies & Solutions, Inc.

Volume Three, Number One January 2000

## STRATEGIES & SOLUTIONS FOR STRENGTHENING WOMEN'S HEALTH PROGRAMS

The literature is clear—women make the vast majority of health care decisions and control two-thirds of health care spending in this country. The case for pursuing a women's health strategy is so compelling that many health care organizations are implementing substantial initiatives to target this crucial audience. Nevertheless, women's health programs have experienced varying degrees of success. Some providers are finding that standard approaches are not tailored enough to create effective solutions for their organizations or for women in their marketplace. Health Strategies & Solutions suggests six strategies and solutions for adapting women's health programs to meet the unique needs of your service area.

### Maternal/child centers of excellence

- Offer an array of specialized services supported by an adequate base of ob/gyns and primary care physicians (adult and pediatric)
- Use reproductive health as a foundation, not as the entire program
- Design amenities to strengthen the strategy, not as the strategy

### Gender-specific programs for selected health conditions

- Focus on a few conditions (e.g., breast health, heart disease, menopause, incontinence, osteoporosis, domestic violence)
- Build upon special expertise already available
- Exploit niches not well served by competitors

### Life-stage specific programs

- Target mid-life women (45-64), the fastest growing segment of the female population
- Allow demographics to drive other age cohorts to target (adolescent, young mothers, active seniors, elderly)

### Women's health centers

- Design scope and mix of services based on community need, not just your organization's internal capabilities
- Develop programs not just facilities
- Refrain from imitating competitors' offerings

### Multidisciplinary team building

- Recruit professionals certified in women's health who are committed to growing the program
- Line up physician "champions" to drive the program
- Include a mix of physicians and other professionals (e.g., physician extenders, nutritionists, social workers, complementary medicine providers)

### Women-specific research

- Demonstrate competitive advantage through focused clinical research in women's health
- Participate in clinical trials, as feasible
- Attract clinicians with a track record in research

## Off the Press

### Coming Soon!

Craig Holm's book, *Physician-Health System Partnerships: Models for the Next Generation*, will be available in March from Health Administration Press. This book examines the new models of physician-hospital alliances that move beyond the financially strained relationships of the last decade and create partnerships grounded in shared governance, enhanced commitment to community health, and demonstrated benefits for physicians, hospitals, and patients. Look for more details in our March newsletter.



### Recent Articles

"Health Care Delivery at the Millennium: Forecast for the Next Ten Years," by Alan Zuckerman, December issue of *Health Care Strategic Management*.



"Laying the Foundation for Successful Physician-Health System Partnerships," by Craig Holm and Stu Brogadir, M.D., January issue of *Journal of Healthcare Management*.

"Ambulatory Surgery: Next-Generation Strategies for Physicians and Hospitals," by Tracy Johnson and Craig Holm, January issue of *Healthcare Financial Management*.

For article reprints, please call  
215-636-3500, ext. 100.

## On the Dais

Delaware Valley Healthcare Council, January 27 in Philadelphia

Alan Zuckerman: "Delaware Valley Health Care Market Forecast"

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Temple University Health Management Program Alumni Association, March 7 in Philadelphia

Alan Zuckerman: "Health Care Market Projections: What Can We Expect for 2000 and Beyond?"

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American College of Healthcare Executives 43rd Congress on Healthcare Management, March 29 in Chicago

Alan Zuckerman: "Applying Competitive Strategy to Advance Your Organization's Position"



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Health Strategies & Solutions, Inc., is a national management consulting firm dedicated to helping organizations discover innovative strategies and solutions for today's complex health care challenges. Our staff has enabled hundreds of health care organizations across the country to address complex issues, make decisions that achieve lasting results, and set courses for success in the new millennium.

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