

Accelerating decision-making with dynamic group processes and state-of-the-art systems.

Case Study

Chenango Memorial Hospital

Chenango Memorial Hospital has had strong growth in the last five years. And CEO Frank Mirabito wants to stay on the same trajectory. So this past summer, Chenango Memorial began an intensive strategic planning effort that included conducting CoNexus[®] market “pre-search” with its major stakeholders.

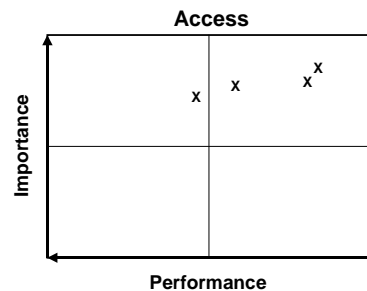
The ideal health care provider

Customers, board members, business and community leaders, hospital employees, and health and human service providers were asked to describe the attributes of the ideal health care provider. They then (a) ranked those attributes in terms of their relative importance to the ideal and (b) assessed Chenango Memorial’s current performance on each attribute.

The results were enlightening. Of the 11 attributes identified by the five focus groups, seven were repeated in at least three groups. And among those seven, there was tremendous consistency as focus groups used CoNexus[®] to rank and assess each.

Real opportunities

For example, the scatter above demonstrates that for four focus groups, access to health care is very important with room for improved Chenango Memorial performance—a clear strategic opportunity to meet stakeholder needs. On the other hand, the scatter below suggests relatively lower importance for wellness.



This stakeholder information provided strategic insight to the Chenango Memorial executive team. According to Vice President Joanne Borfitz, “The insights we gained from the focus groups, which forced us to rethink some basic beliefs about our customers’ needs and our performance as a health care provider, strongly influenced our five-year plan.”