

Challenge

Trinity Health PACE engaged Health Dimensions Group (HDG) to complete a thorough market demand analysis to assist in understanding the number of dual eligibles in 12 of their markets who are eligible for Program of All-inclusive Care for the Elderly (PACE) enrollment. By better understanding their markets, Trinity Health PACE could more effectively create reasonable growth strategies and enrollment targets specific to each program.

Solution

To assist Trinity Health PACE in determining their market size and presence, HDG:

- Calculated the current number of PACE eligibles in each market, using disability and income requirements specific to each state, which provided a clear base of the potential enrollment, by ZIP code and age cohort for each program, and identified the most lucrative expansion areas.
- Analyzed the penetration rates of each program, by ZIP code and age cohort, to determine where the program achieves the most success and to identify areas of untapped potential.
- Projected future PACE eligibles in each market, by ZIP code and age cohort, to quantify and identify areas of growth potential.
- Produced maps to help visualize where to focus marketing efforts.

When we wanted to determine the growth potential of our programs, as well as obtain an accurate assessment of the current market penetration, we turned to Health Dimensions Group. HDG gave us all the information we were looking for. Within a very short timeframe, HDG provided detailed, state-specific, and current eligibility data along with specific detail on where the growth opportunities were.

The product they delivered was easy to interpret, including an executive summary and a customized report for each program. Working with HDG provided us the essential data projections we needed in order to stay focused on our market growth and enrollment effectiveness.

Kelly Hopkins, President and CEO
Trinity Health PACE

Result

HDG's analysis identified the size, penetration, and projected growth of each market, which established base numbers for each program and provided a better understanding of the actual population metrics. This crucial information allowed Trinity Health PACE to create strategies and targets designed for successful growth of PACE and to offer more seniors with the care and services they need while being able to live in their own homes.

About HDG

Health Dimensions Group, a National PACE Association Technical Assistance Center (TAC), has the essential experience and expertise to ensure that you have the information, tools, support, and guidance necessary to achieve your PACE development and operational goals.

As one of the country's leading full-service post-acute and senior services management and consulting firms, Health Dimensions Group partners with clients to deliver solutions that help solve their most complicated needs.

Call us today at 763.537.5700 to learn how HDG can help your organization navigate a path for success.