



## Public Health & Healthcare Services Support

MG consults with hospitals, health departments, clinics, and other public health leaders across the United States. MG has developed a **Healthcare Opportunity Framework** including:

1. **MG's unique metric Years of Life Gained** that can quantify life back from diet-related diseases as a result of your specific programs, services, and investments.
2. Data and information to better **quantify your healthcare service area** from either a market or needs perspective – or both.
3. **Analysis of healthcare employees**: statistical links to staff turnover, additional sick days, or “late shows” controlling for other key contributing factors. At what cost to the healthcare system and how can losses be mitigated? We help with practical solutions.
4. **Analysis of patients**: does individual environmental patient data have statistical link to diet-related diseases controlling for other key contributing factors? Even if the healthcare’s pool of data is in the millions of records, we can link each individual patient / customer record to a wide range of environmental / demographic data as well as individual survey data, providing huge insights into attitudes, experiences, behaviors, and preferences. We can also use this information to predict diet-related diseases and identify preemptive solutions to reduce those occurrences as well as reduce diet-related hospital readmissions. And we can map results.
5. **Internal plans for non-profit and for-profit healthcare agencies** to develop: local community health assessment required by Public Health Accreditation Board (PHAB); staff operational work plans; community program integration; ongoing stakeholder engagement; annual reports; board reports; locations for new facilities from a program (need) or market (profitability) perspective; patient recruitment opportunities; strategic data and information to support community partners and programs regarding identifying solutions, measuring impact, grant applications, and much more.
6. **Collective agreements among healthcare agencies** that can support and share the cost of a localized Opportunity Framework. For example, an entire county or state has many competing hospitals. However, each participating entity can contribute a small share of the overall cost (or “buy” an analysis package) and receive back a custom analysis (worth more than their individual contribution or purchase) while not revealing their proprietary data or results to either competitors or anyone else. This approach fosters a legal and also interpersonal framework of professionalism, credibility, and trust (similar to agreements crafted in the business world). It also helps create total value that is more than the sum of each part. Another example: we used this approach for an asthma-reduction consortium that had 8 member hospitals and wanted to know if they were all following best practices in asthma treatment. The consortium received general aggregated results and each hospital received their individual results.

Here we have shared  
Just a few examples.  
Call today to learn more

### Questions?

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