

# NEW HOSPITAL REFERRAL SOURCE INCREASES ADMISSIONS TO POST-ACUTE SETTING

Case Study

Operational Performance Improvement

Medical Center of Central Georgia

Medical Center of Central Georgia (MCCG), a 603-bed, full-service, acute-care hospital, serves an estimated population of 750,000 residents and is the second largest hospital in the state of Georgia.



MCCG's services include medical-surgical, obstetric, pediatric, psychiatric, cardiac intensive care, neurology intensive care, pediatric intensive care, and cardiac surgery intensive care. It also provides a broad range of community-based, outpatient diagnostic, primary care, urgent-care services, extensive home-health, and hospice-care services, as well as comprehensive rehab services.

An entity of Central Georgia Health System, MCCG is a designated Level I Trauma Center and Magnet™ hospital for nursing serving the residents of central and south Georgia with a primary and secondary service area of 28 counties. The Medical Center has approximately 5,000 employees and a medical staff of more than 500 physicians. MCCG is also the primary academic hospital for Mercer University School of Medicine, providing residency programs for almost 100 residents.

Although MCCG is already financially successful and considered a regional leader in healthcare excellence, its leadership team wanted to sustain and build on these strengths to become a world-class center of excellence.

To accomplish this goal, the center needed better operational and clinical benchmarking data in order to systematically examine costs for each product line and identify opportunities to decrease expenses, lower lengths of stay, and increase quality outcomes.

## COURSE OF ACTION

To become a world-class center of excellence, MCCG had to understand how their clinical performance resources could be managed for maximum benefit. To get the data it needed, MCCG turned to the **ACTION O-I® Operational Performance Improvement Solution** from the Healthcare business of Thomson Reuters, the largest database of client-supplied operational benchmarking data in the industry, and worked with Thomson Reuters Strategic Consulting Services experts to build on the comparative benchmarks and help drive improvement efforts.



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MEDICAL CENTER OF  
CENTRAL GEORGIA

**Location:**  
Macon, GA

**Size:**  
603 beds

**Scope and services:**  
Medical Center of Central Georgia is a private, not-for-profit corporation. As a 603-bed, full-service, acute-care hospital, it serves an estimated population of 750,000 residents and is the second largest hospital in the state of Georgia. Three of its programs—cardiac care, neurology, and orthopedics—have earned five-star national ratings. Distinguished nationally for its excellence, MCCG is also one of the premier teaching hospitals in the United States and serves as the primary teaching hospital for the Mercer University School of Medicine.

**Solutions:**  
Strategic Consulting Services  
ACTION O-I®



## RESULTS

Utilizing ACTION O-I to compare its product lines to industry benchmarks, MCCG identified four areas with the greatest potential for performance improvement—the catheter lab, the heart product line, drug utilization, and pharmacy revenue.

Through the process, the Thomson Reuters Strategic Consulting Services team helped MCCG interpret the findings and translate the benchmarks into action-oriented projects to affect operational change and drive improvement efforts.

“The greatest value of Thomson Reuters Operational and Financial Solutions was identifying best performers and facilitating exchange of best practices,” said Tom Reeves, assistant vice president of pharmacy services. “It helped leadership determine what actions would provide the greatest value and helped us measure progress.”

MCCG outcomes:

- Saved \$3.5 million in drug utilization and supplies
- Increased pharmacy revenue by \$2.8 million
- Saved \$3 million in the catheter lab
- Reduced medical supply costs by \$6.2 million in the heart product line

In 2007, MCCG was acknowledged for its accomplishments in the pursuit of excellence in operational and financial performance improvement with a Thomson Reuters Insight Award. The Insight Award was established in 2005 to honor and recognize Thomson Reuters customers who have used Thomson Reuters solutions and tools to achieve outstanding success at their organizations.

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### Tom Reeves

Assistant Vice President of Pharmacy Services  
Medical Center of Central Georgia

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