# The Battle of Neighborhoods

## Introduction

What is the best location assessment for new medical center in USA

XXX Healthcare is a physician-led, integrated care medical center that delivers high-quality health care for seniors who are Medicare Advantage beneficiaries. In what neighbourhood should I open a new medical center to have a best chance of serving more customers in need and becoming profitable as soon as possible.

Setting up a medical practice can be a daunting task, and trying to choose the best location for medical practice can bring up more questions than answers. There are so many things to think about, like hiring employees, managing your ownership stake, and picking a perfect building.

This project aim to create an analysis of features for XXX Healthcare to choose the best location assessment. The features include:

* Evaluate revenue by 5 dimensions

1. Elderly population dimensions

2. Facility and clinical providers

3. Residents’ health condition and disease

4. County health ranking

5. Government policy

* Evaluate cost by 5 dimensions

1. Rental cost

2. Staff salary

3. Tax rate

4. Customer acquisition cost

5. Competitors

It will help XXX healthcare to get awareness of the area and predict the revenue and cost for this location.

## Problem which tried to solve:

* Understand the XXX healthcare business model and business environment
* Find the next best location to open a new ChenMed center

## Business model

XXX Healthcare, has 59 primary-care clinics in eight states. Because the needs of the people it serves are so complex, it makes building a strong relationship between doctor and patient a high priority. In 2018 its physicians spent, on average, 189 minutes with each patient, compared with an average of only 20.9 minutes for all U.S. primary-care doctors. Even when those averages are adjusted to account for the increased risk of XXX Healthcare’s population, its physicians devoted about twice as much time to seeing their Medicare patients as their counterparts in typical community-based office practices did. And that extra time appears to be well worth it: In comparison with national averages for other providers, XXX Healthcare has 34% fewer emergency-room visits and 26% fewer hospital days per enrolled patient per year, and 16% fewer hospital readmissions per 1,000 Medicare members. Medicare Advantage has given XXX Healthcare’s plans ratings of four to five stars (out of five) for quality and patient satisfaction.