Customers opting for private healthcare in the region

Quality services in other hospitals

Quality of patient care and outcomes
Opting for Hospital's Services by 5% every year

Increase in number of private hospitals in the region

Revenues had a steady decline of 7%

Customers choosing hospitals with average CMS rating>3

Profits haven't increased for Evanston Hospital

Costs have increased to maintain the equipment and staff

Lack of data driven decisions

Investment decisions based on guess work