

Discover Population Health Opportunities



Challenge

A large health system in the Northeastern United States wanted a clear understanding of the in-migration and out-migration trends for congenital anomalies within the pediatric population. Subsequently, they wanted to define congenital anomaly cases based on diagnosis, procedures and a complex combination of both.

Solution

nThrive and the client collaborated to test and refine the congenital anomaly definition. The customized definition was loaded into Market Analyzer, providing visibility to the client to observe the defined cases across all facilities in targeted states. **Market Analyzer** provided the client with an ongoing ability to analyze and trend congenital anomaly cases over multiple years, across multiple states.

Results

With the help of **Market Analyzer**, the client gained deeper understanding of their market share, population needs by ZIP code, and in-migration and out-migration trends for pediatric congenital anomaly cases. An initial analysis indicated that more than 42 percent of such cases within the client's service area were going to facilities in neighboring states for care. The client used this insight to open up a discussion with service line managers, planners and marketers to better understand the trends. Moreover, the client was able to adjust their strategy to better serve the population in their primary service area.