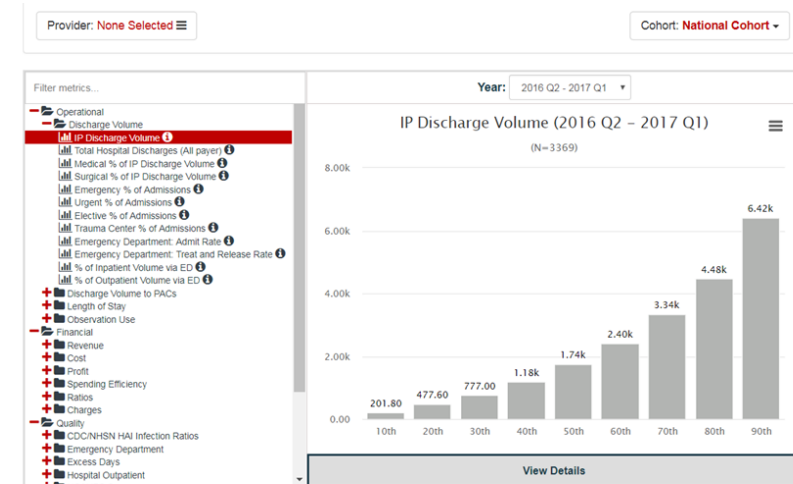
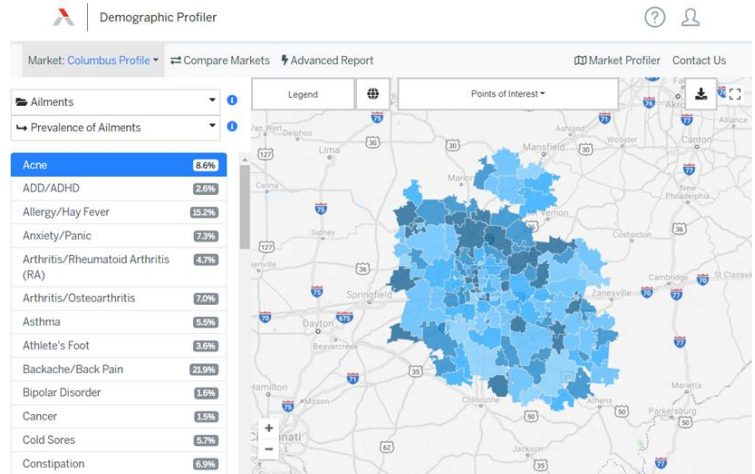


How to Size a Market Using Advisory Board's Data Toolkit

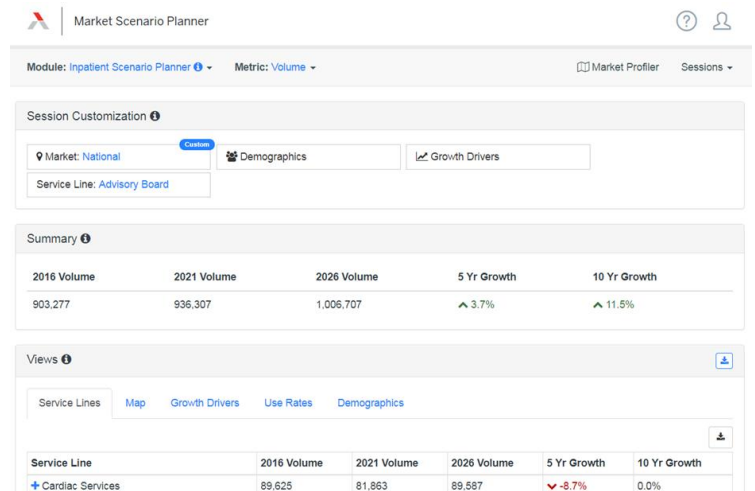
Step 1: Use the [Demographic Profiler](#) to understand your customer's population. Within your defined market, you can look at everything from unemployment rates to prevalence of various medical conditions, which can help you get an idea of what service lines your customers may incorporate. You can also compare markets to determine if one geographic location may be better than another for a new facility.



Step 2: Once you have a handle on your customer's population demographics, use the [Hospital Benchmark Generator](#) to size up the competition for your customer. This tool shows Medicare benchmarks for financial, operational, and quality data for hospitals within your chosen cohort. For example, if you see that hospitals in your area are not performing well in a particular service line, you may be able to help your customer determine what service gaps exist in the market.

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Step 3: Finally, use the [Market Scenario Planner](#) to examine projected changes in inpatient and outpatient volumes by service line. You can also subset your market and customize growth drivers to see how the market will change. With this tool, you can help your customer right-size facilities for now and for the future to maximize utilization.



Source: Advisory Board interviews and analysis.

Stuck?

Check out our expanded set of [Market Profiles](#) for comprehensive overviews of nearly fifty popular regions.