

Patient choice & health market analysis

Predicting the impact of patient choices

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The challenge

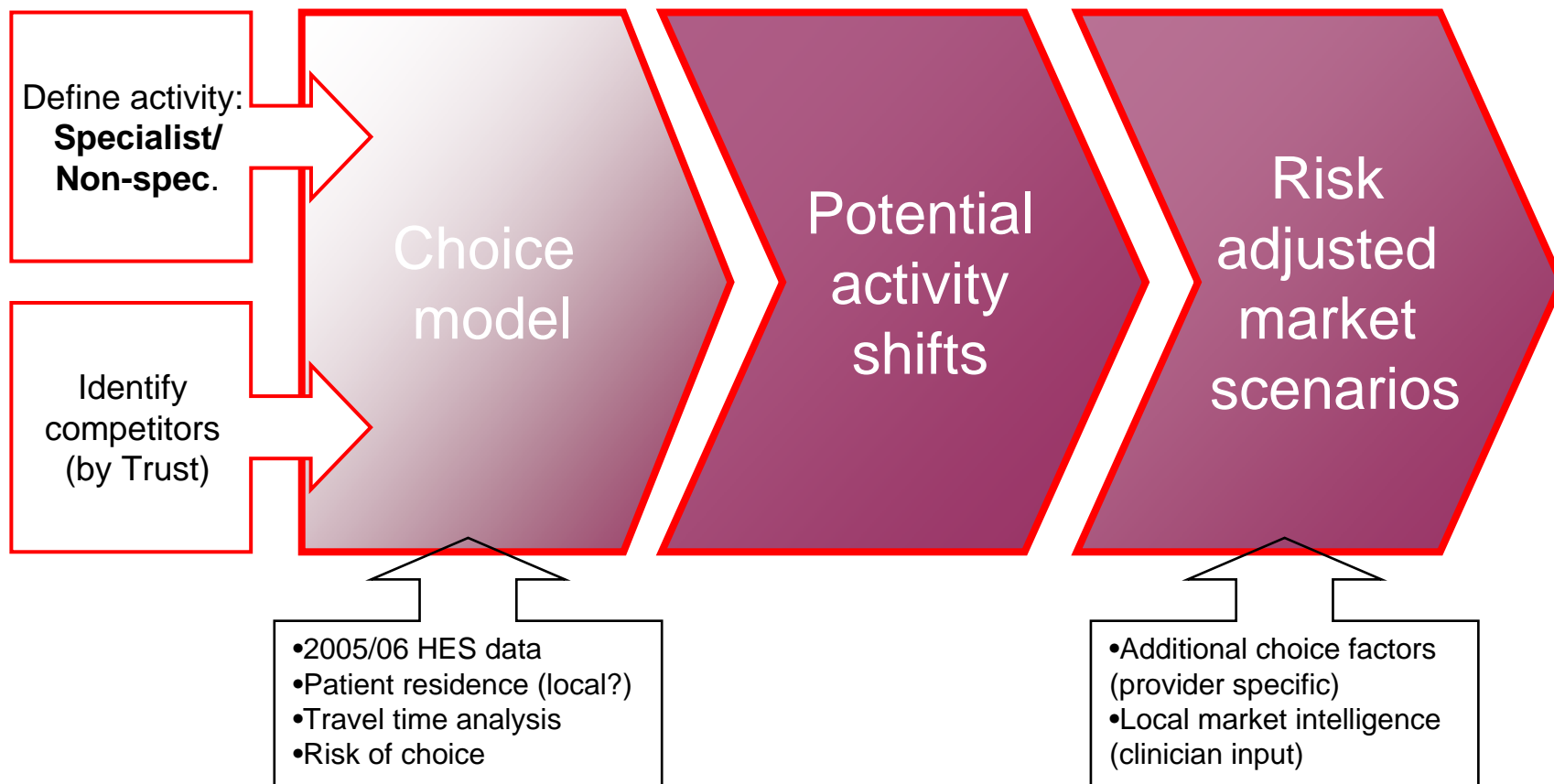
- Patients as consumers
- Trusts as businesses
- Health provision as a 'market'
- Patient choice and health market analysis



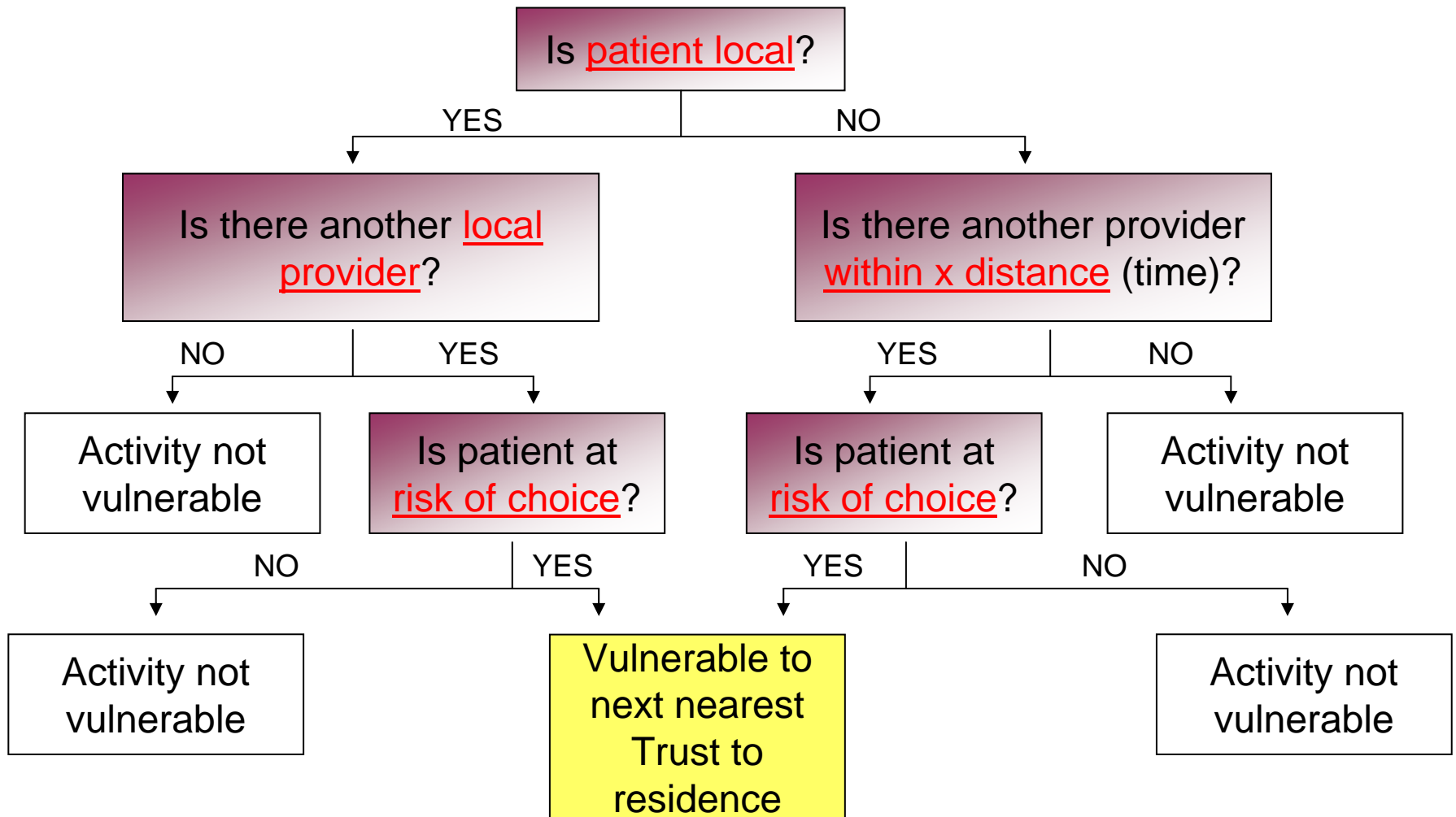
The approach

- Available data/information
- Scenarios for impact of choice, based on evidence base for:
 - Patient characteristics (will they choose?)
 - Travel time (what are their options?) and
 - Provider characteristics (which is more attractive?)

Simple model



Simple rules



Complexity in interpretation

- Local knowledge
 - GP relationships
 - Satellite services
 - SHA/National service development plans
 - Critical mass/ Capacity issues
 - Competitor plans/ new market entrants
- Implications
 - Work closely with clinicians to understand the outputs & begin to feed into a strategic development plan



Contact

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