



Cochise County Supervisor  
Meeting  
October 20, 2015

# Agenda

- 2015 Accomplishments
- County Impact
- Market Overview
- Service Line Overview
- Medical Staff/Physician Recruitment



# Our 2015 Accomplishments

[https://youtu.be/K1O\\_jMdakzU](https://youtu.be/K1O_jMdakzU)

- New Hospital Opening
- New Medical Office Building Opening
- New 19 bed Behavioral Health Unit
- New Wound Care Center with Hyperbaric Chambers
- New Hereford Patient Express Clinic
- Trauma Level III
- Cardiac Receiving Center



# County Impact

- \$70M Hospital Build
- 550+ Full Time Employees
- Development of Southeast Arizona Legacy Foundation



# Market Overview



# Service Area Demographics

## 2015 MEDIAN AGE

40.2

Secondary  
Service Area

39.7

Combined  
Service Area

36.7

Arizona

37.7

United States

## 2015 MEDIAN HOUSEHOLD INCOME

\$53,422

Primary  
Service Area

\$44,080

Secondary  
Service Area

\$50,553

Combined  
Service Area

\$49,762

Arizona

\$52,076

United States



# Dominant Tapestrys

## Comfortable Empty Nesters

11,111  
residents

13.7%  
of population

46.8  
median age

\$68k  
median household income

Transitioning into retirement, eat at home, physically and financially active

## Midlife Constants

8,904  
residents

11.0%  
of population

45.9  
median age

\$48k  
median household income

Traditional, price-conscious, buy American, 42% receive Social Security

## Senior Escapes

6,617  
residents

8.2%  
of population

52.6  
median age

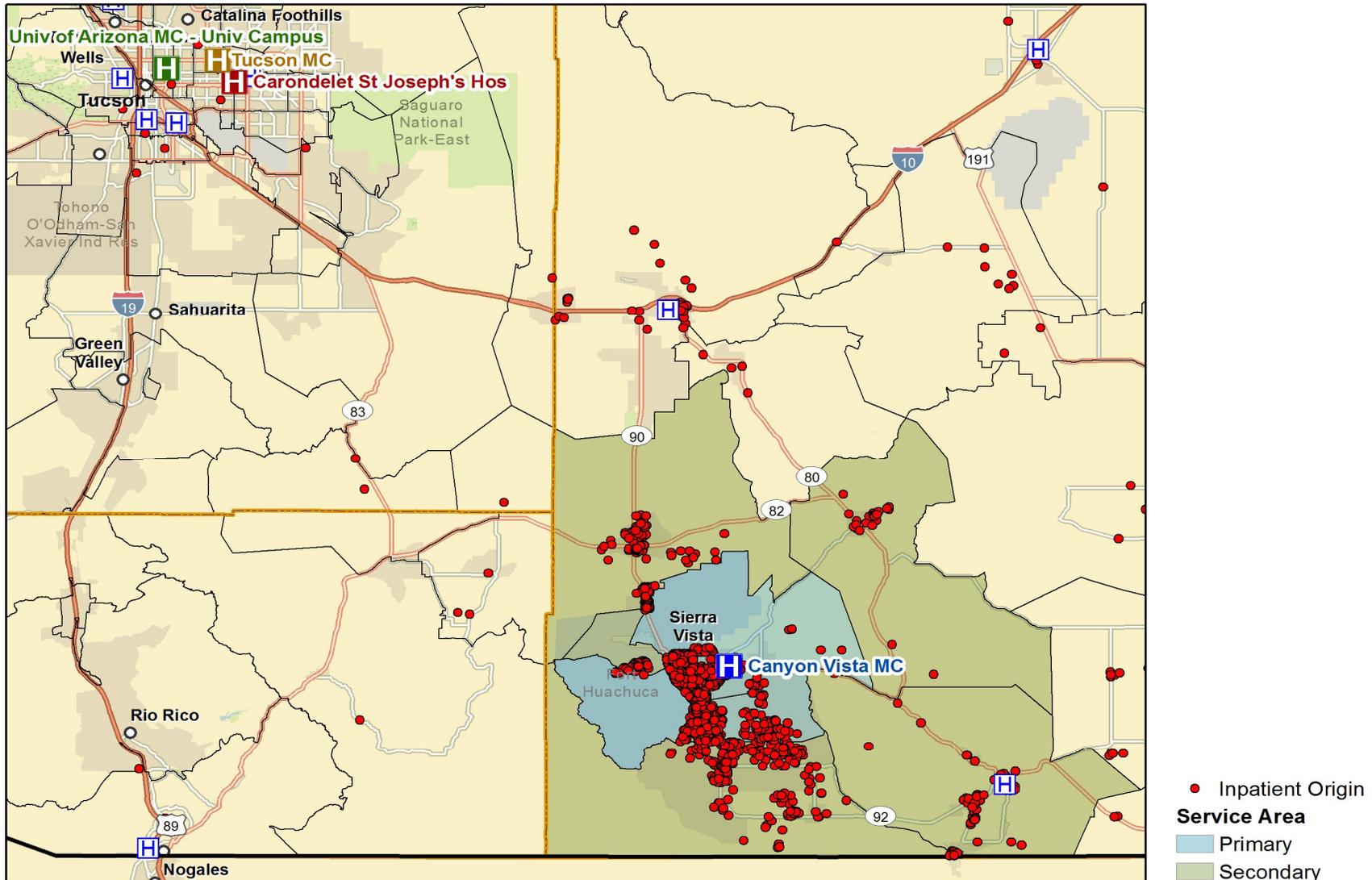
\$35k  
median household income

40% mobile homes, limited by medical conditions, but still actively driving, conservative

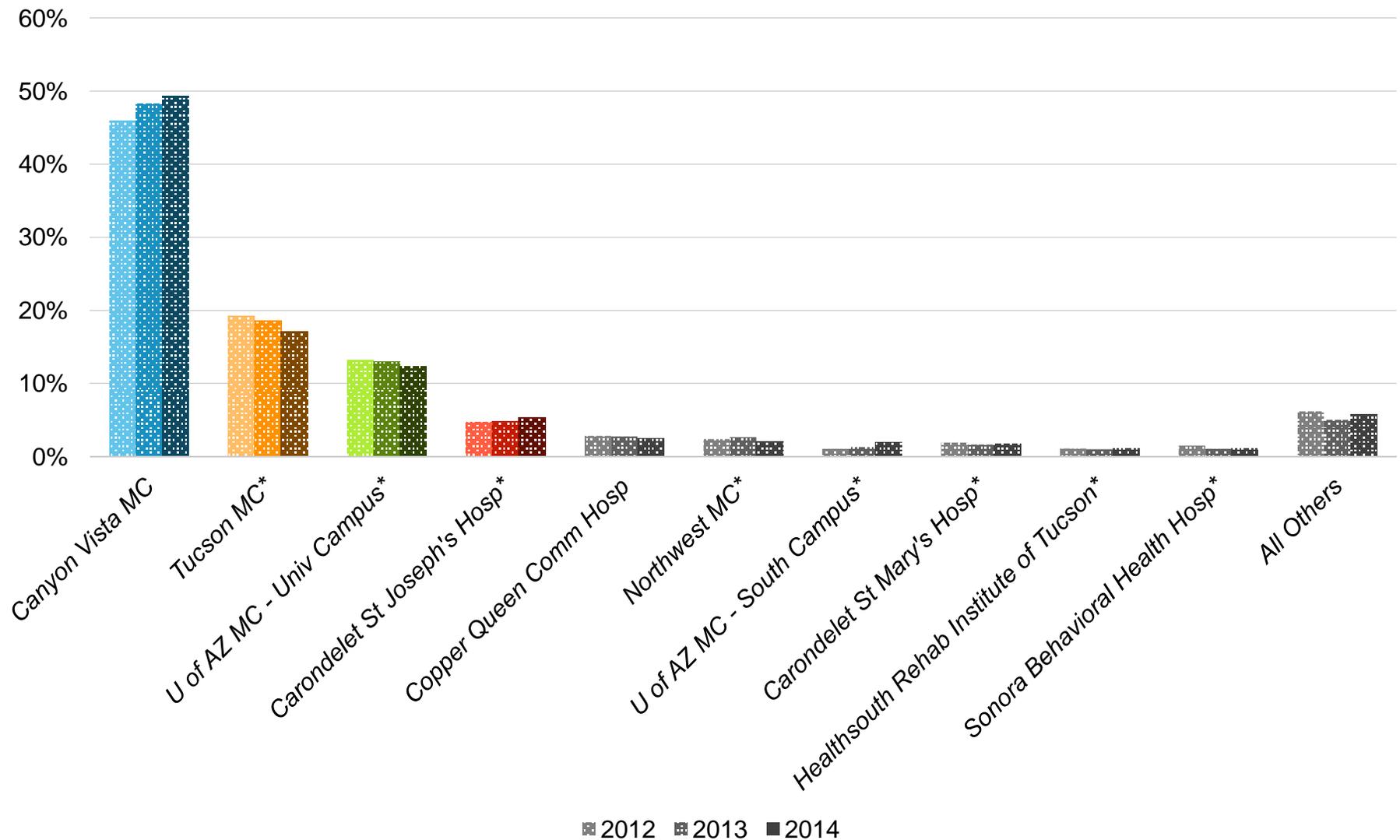


# Patient Geography - Inpatient

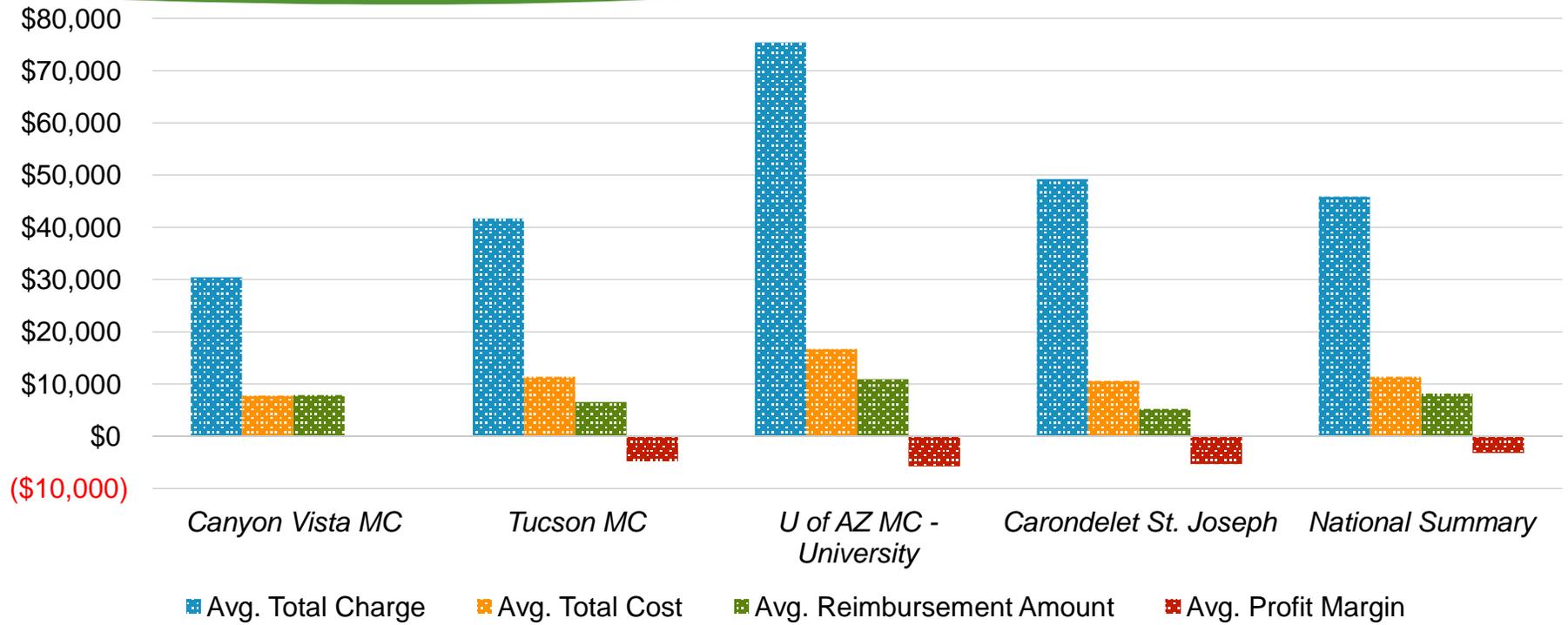
## Regional Care Canyon Vista MC MRA - Inpatient Origin



# Combined Service Area Market Share Growth



# Importance of Medicare Profitability



City	Canyon Vista MC Sierra Vista	Tucson MC Tucson	U of AZ MC - University Tucson	Carondelet St. Joseph Tucson	National Summary
Case Count	2,217	11,323	7,679	8,211	14,390,736
Avg. Length of Stay	3.41	4.57	6.3	5.29	5.2
Avg. Total Charge	\$30,424	\$41,708	\$75,375	\$49,227	\$45,880
Avg. Total Cost	\$7,748	\$11,382	\$16,678	\$10,588	\$11,388
Avg. Reimbursement Amount	\$7,877	\$6,574	\$10,920	\$5,246	\$8,151
Avg. Profit Margin	\$129	(\$4,808)	(\$5,758)	(\$5,342)	(\$3,237)

# Service Line Overview



# Top Product Lines – CSA Market Share

- Obstetrics – 73.6%
- Cardiology – 70.5%
- Pulmonary Medicine – 63.8%
- Gastroenterology – 61.8%
- General Medicine – 57.9%
- General Surgery – 32.8%
- Orthopedics – 31.3%

# Medical Staff Overview



# Physician Recruitment

	Current Needs	2015 Signed	Total Signed	Loss	Net gain/loss
Canyon Vista	10	9	32	5	27



# Questions and Answers

