

# 5 Strategies

to optimize service line delivery and revenue

Clinical service delivery, in the COVID-19 world, is changing to meet patient need for ongoing care in a safe and accessible model. Service lines and ambulatory practices can optimize service delivery and build revenue while carefully constraining costs.

## Define the Value of Virtual Care



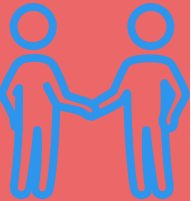
Build the business case for how virtual care will help grow market share and support flexible staffing models

## Re-invigorate Diagnostic Services



Develop strategies to bring patients back to diagnostic services outside of the hospital setting

## Identify New Opportunities Through Partnerships



Improve revenue through new partnerships and joint ventures that your organization has not previously considered

## Rationalize Service Locations/Creating “Clinical Service Destinations”



Analyze your facility locations, within the new socially distanced framework, to achieve operational and financial optimization

## Develop a New Scalability Model



Update your ambulatory staffing model to include new COVID-19 variables while allowing for revenue enhancement and future growth