

Case Study

Huguley Memorial Medical Center

HMMC began creating satellite medical clinics throughout the southern part of Tarrant County and into Johnson County, which created multiple new strategic needs. We consulted with them through the discovery process, which assessed their current data, marketing objectives, and goals over the next few years with this new undertaking, Huguley Medical Associates or HMA.

SOLUTION:

Analyzed emergency room patients and other operational data to establish a core trade area.

Established an 11 zip code core trade area; approx 89% of clients reside in.

Established a data warehouse of every address in that core trade area.

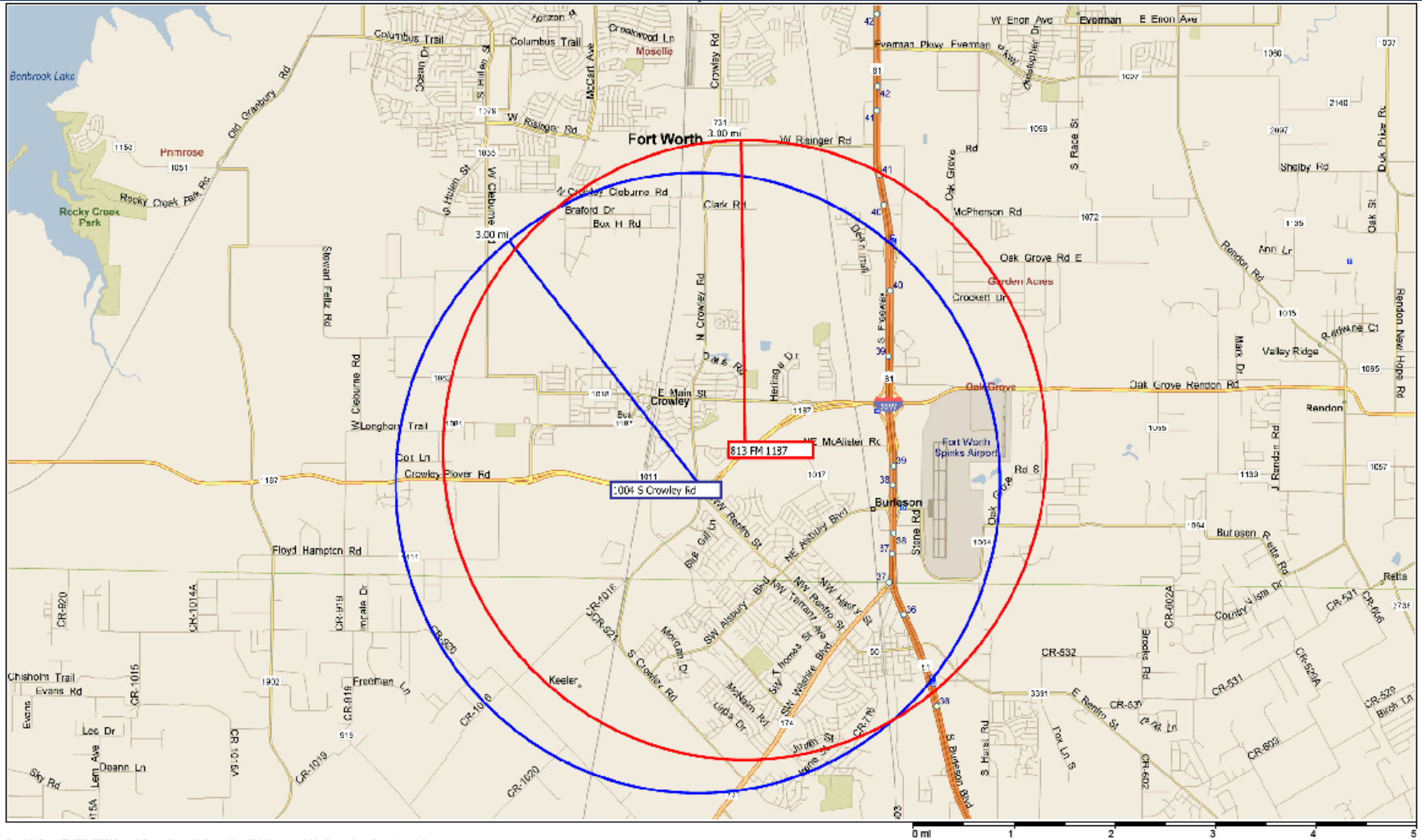
Appended demographics and HMA touch point data to access as needed, and created an HMA model for to prepare for site selections.

This included a five mile radius, number of households, demographic thresholds, etc.

Each time a prospective site was identified, the model was run to determine the site quality.

As clinics came online, the models were revised using actual clinic data blended with the data warehouse information.

HMA Crowley Site Analysis



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HMA Demo Report

Identifies each Postal carrier route (CRRT) in the radius, the demographics of each route, total households/population in each route, totals for the site as well as the distance that route is from the proposed HMA site.

Huguley HMA Crowley 3 Mile Radius										
Zip Code	Crrt	City	SF Homes	Apts	Trailers	Bus	Total Addr	Med Inc	Med HV	Distance
76036	R007	CROWLEY	678	0	0	4	682	86226	87143	0.21
76036	C003	CROWLEY	453	190	0	48	691	51550	73333	0.93
76036	C002	CROWLEY	595	89	0	5	689	54380	68688	0.94
76036	C004	CROWLEY	578	0	0	49	627	99100	84643	1.24
76036	B001	CROWLEY	56	0	0	36	92	N/A	N/A	1.31
76036	B002	CROWLEY	54	0	0	33	87	N/A	N/A	1.31
76036	B003	CROWLEY	60	0	0	24	84	N/A	N/A	1.31
76036	B004	CROWLEY	23	0	0	27	50	N/A	N/A	1.31
76036	B005	CROWLEY	25	0	0	22	47	N/A	N/A	1.31
76036	B006	CROWLEY	44	0	0	22	66	N/A	N/A	1.31
76036	B007	CROWLEY	30	0	0	31	61	N/A	N/A	1.31
76036	B008	CROWLEY	20	0	0	19	39	N/A	N/A	1.31
76036	B009	CROWLEY	14	0	0	5	19	N/A	N/A	1.31
76036	B010	CROWLEY	0	0	0	2	2	N/A	N/A	1.31
76036	B099	CROWLEY	0	0	0	1	1	N/A	N/A	1.31
76036	C005	CROWLEY	318	44	0	6	368	52584	70952	1.43
76028	R018	BURLESON	703	0	0	0	703	87191	100000	1.62
76036	R005	CROWLEY	556	1	0	4	561	98771	150926	1.62
76036	C001	CROWLEY	549	84	0	64	697	40102	64779	1.65
76028	R015	BURLESON	670	0	0	4	674	80408	76719	1.84
76028	C014	BURLESON	667	77	0	2	746	81483	82183	1.98
76036	R008	CROWLEY	293	52	0	3	348	37500	N/A	2.00
76028	C013	BURLESON	653	0	0	0	653	92845	98100	2.09
76028	R019	BURLESON	685	0	0	15	700	74325	83000	2.12
76028	C009	BURLESON	495	9	0	3	507	80339	92679	2.29
76028	C015	BURLESON	404	20	0	148	572	88975	90088	2.48
76028	C011	BURLESON	422	194	0	10	626	80085	74906	2.49
76036	R004	CROWLEY	624	0	0	42	666	69449	65769	2.51
76028	C008	BURLESON	707	0	0	1	708	66375	71321	2.56
76036	R006	CROWLEY	509	238	0	9	756	66467	98333	2.56
76036	R003	CROWLEY	603	3	0	9	615	81261	97857	2.61
76028	C001	BURLESON	513	72	0	5	590	80907	70444	2.67
76028	C006	BURLESON	353	183	0	15	551	47286	68750	2.68
76028	R022	BURLESON	491	0	0	77	568	83626	83500	2.90
76123	R120	FORT WORTH	190	0	0	2	192	72500	N/A	2.99
Grand Total			13035	1236	0	747	15018			

Note: This represents 14,271 residential addresses and approx 37,104 in population.