



6 proven ways to capture ROI from cancer registry data

Introduction

You're expected to deliver excellent results from your cancer program while operating within stringent budget constraints. Utilizing data gives you a competitive edge, especially in today's expensive, data-driven healthcare industry. Data-driven decision making can assist in implementing the right program, hiring the right physician and ultimately containing costs.

Do you know you're sitting on a goldmine of data that can improve cancer patient outcomes and increase your bottom line? There is a required dataset collected by hospitals across the country – the cancer registry. On average, hospitals pay between \$50,000 to \$1 million annually to collect cancer information on their patients. This information is sent to state cancer registries as well as the National Cancer Database. Even though hospitals are required to maintain a cancer registry, they don't always see or understand the potential value of the data within this registry. Leveraging your cancer registry has the power to positively impact patient care delivery, health outcomes, business operations and ultimately a return on your investment.

After reading this white paper, you'll be able to:

- Recognize your cancer program's value to your hospital / health care system;
- Deliver a return on investment for registry operations and Commission on Cancer expenses;
- Create a financially sound, community-focused cancer program with a strong operational foundation.

Also, this white paper details *six ways* to leverage your cancer registry data and prove the value of this required function, including:



Strategic planning



Business intelligence



Marketing



Financial goals



Operational goal setting



Health reform

Strategic planning

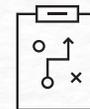
Increasingly, hospitals are having to recalibrate their cancer program strategies to address patient choice, mounting competitive pressures and ever-changing payment models. Programs don't have unlimited resources to invest in multiple strategies and need to make data-driven long-term plans for growth. By relying on the data, it takes the guesswork out of developing and selecting the appropriate strategies for your cancer program.

Where do you start? Do you have a clear picture of your cancer program's market share, migration patterns or treatment utilization trends? If not, your own cancer registry may be the missing link.

When developing a long-term strategic plan for your cancer program, there are many areas that should be considered.

These include:

- **What does the patient population need that we are not currently offering?**
Utilize cancer registry "referred from" and "referred to" fields for this analysis.
- **Is there a need to purchase equipment, build a facility, or invest in technology?**
Utilize cancer registry patient volumes, treatment volumes and delays in treatment information for this analysis.
- **What community screening, education and prevention programs are needed in the future to support population health?**
Utilize cancer registry demographic data to determine target communities and disease sites for this analysis.



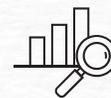
The cancer registry can inform strategic planning offices in all of these areas by understanding the current state of the cancer program, so that you can plan for the future. Keep in mind, the cancer registry follows patients and collects data on all patient treatments no matter where the treatment occurred. In addition to monitoring patient utilization trends, building as much market share as possible, and coordinating closely with payers on payment models, your cancer registry can provide strong clinical outcomes.

Financial goals

Every cancer service-line leader is charged with growing the program volumes and decreasing costs. Another way you can benefit from utilizing your cancer registry is by linking this data to your cancer program's financial goal-setting initiatives. This could include setting growth goals based on current trends in market share, acquisitions, retention and leakage.

When developing these financial goals, there are many items you need to consider.

- **What is your current market share for cancer in your geographical footprint?**
Utilize cancer registry patient volumes and demographics to compare to state volumes for this analysis.
- **Which facilities are you acquiring the majority of patients from? Can you improve that acquisition rate?**
Utilize cancer registry "referred from" field for this analysis.
- **What percentage of patients are completing all treatments at your facility? How do you improve that percentage?**
Utilize cancer registry "class of case" field for this analysis.



Your cancer registry data can help you gain the insight you need to reduce costs, increase revenue and improve patient outcomes, ultimately linking your cancer registry to a source of revenue for your cancer program.

Business intelligence

Cancer program leaders have very quickly learned that they cannot simply snap their fingers and instantly access data, reporting and decision support resources they need to completely understand their metrics.

Instead, you need to take a measured, piece-by-piece approach to the synthesis and analysis of clinical, financial and operational data in order to produce actionable insights into performance and profits.

When trying to understand the key components of architecting a successful business intelligence strategy, consider these topics:

➤ **What initiatives can you create to succeed in a highly competitive environment?**

Utilize your cancer registry for patient volumes and demographics to compare to state volumes for this analysis.

➤ **How does in-migration and out-migration volume impact the hospital's bottom line and patient outcomes?**

Utilize your cancer registry's "class of case," "referred to" and "referred from" fields for this analysis.

➤ **Do you have the right partner relationships with other facilities?**

Utilize your cancer registry's "class of case," "referred to" and "referred from" fields for this analysis.



Keeping tabs on patients as they move across the care continuum and identifying opportunities to provide all treatment modalities ensure patients receive the best possible outcome. The cancer registry can turn "educated guesses" into validated business decisions.

Operational goal setting

Few industries are more in need of comprehensive insight into their operations than the health care sector. Key performance indicators can help you identify high-value projects and flag areas of concern across the three main domains of administration, clinical care and operations.

When developing strategies around improving your cancer program's operational goals, consider these topics:

➤ **Do you know what disease sites are on the rise in your community?**

Utilize your cancer registry for patient volumes and demographics to compare to state volumes to understand how your patient population is changing.

➤ **How will your community's cancer mix impact physician recruitment and staffing all departments?**

Utilize your cancer registry for patient volumes, treatment volumes and delays in treatment information for this analysis.

➤ **Do you need to implement a navigation program to retain patients? What's the ROI on this position?**

Utilize your cancer registry to add an additional field identifying patients that have used navigation services to prove ROI for this position.



The operations of a cancer program is an extremely important part of ensuring your patient experience scores remain high. Making the right additions in your already complex operational makeup can make a huge difference.

Utilizing data-driven decision making can assist in implementing the right program, hiring the right physician and ultimately containing costs.

Marketing

Marketing is a significant expense for most health care organizations, and leaders want to know what they're getting for it. Understanding the population your program serves is the most important part of collaborating with your marketing team to set up successful campaigns around patient acquisition and patient retention. As health care becomes more consumer driven, effective marketing should be data driven.

When working with marketing teams, here are a few things you should consider.

➤ **What does my patient population look like?**

Utilize your cancer registry for patient volumes, age distribution, race distribution, distance-traveled metrics and payer distribution for this analysis.

➤ **What are my top five cancer sites and where in the community do they come from?**

Utilize your cancer registry's patient volumes and demographic data for this analysis.

➤ **Where in the community are the late stage cancers coming from and do we need to educate this community on screening, preventative care, and wellness activities?**

Utilize your cancer registry's patient volumes and demographic data for this analysis.



To reach patients and maximize your advertising investment, you can use your cancer registry to target your marketing campaigns to specific geographical locations, demographics and disease sites. Your cancer registry data can identify underserved populations to help proactively guide patients toward screenings, treatments and lifestyle changes that can move them toward optimal health.

Don't forget to go back to the cancer registry to measure how efficiently your marketing investment targets the right audiences to help determine the success of your marketing campaigns.

Health reform

Assessing which programs will provide the best care for a given population at an affordable rate is rarely cut and dry. It requires partnering with physicians and clinicians to understand the potential impact of an intervention and the estimated timeframe for the investment to begin paying dividends.

Connecting the dots of the first five ways to improve your cancer program performance leads to a strong community and population health focus.

Consider these items:

➤ **Is there a discrepancy in treatment plans for the medically underserved population?**

Utilize your cancer registry's payer mix, treatment combinations, and time to treat for this analysis.

➤ **Have you addressed the barriers to care for this population?**

Utilize your cancer registry's payer mix, time to treat and stage at diagnosis for this analysis.

➤ **Is this population being diagnosed at a later stage than other populations in your community?**

Utilize your cancer registry's payer mix, stage at diagnosis, and age at diagnosis for this analysis.



Analysis of your cancer registry data can provide insights to determine populations at risk for cancer so that proactive steps can be taken to prevent it. With your cancer registry data, you can more accurately pinpoint where education and prevention is needed to produce healthier populations at lower costs. Cancer registry data allows you to focus your care to provide only what patients need, exactly when they need it, thereby preventing emergency treatments, optimizing the timing of hospital discharges and better managing patient throughput. Cancer registry data can identify individualized risk factors to help proactively guide patients toward tests, treatments and lifestyle changes that can move them toward optimal health.

Don't forget to go back to the cancer registry to measure how efficiently your marketing investment targets the right audiences to help determine the success of your marketing campaigns.

How can Q-Centrix help measure your cancer program's success?

#1 Strategic planning

- Reveal your facility's referral patterns.
- Identify acquisitions from specific facilities.
- Identify migration patterns within your system.
- Identify leakage to specific competitors.
- Assess the need to purchase equipment, build a facility, or invest in technology.
- Assess patient volumes, treatment volumes and delays in treatment information.
- Determine what community screening, education and prevention programs are needed in the future to support population health. Utilize cancer registry demographic data to determine target communities and disease sites for this analysis.

#3 Business intelligence

- Benchmark your hospital's cancer patient volumes by county against state volumes.
- Isolate your percentage of specific disease sites by county.
- Compare top 10 disease site volumes by county and facility.
- Scan interactive maps of disease site volumes from diagnosis location.
- Analyze if you have the right partnerships with other facilities.

#5 Marketing

- Identify patient volumes, age distribution, race distribution, distance-traveled metrics and payer distribution for this analysis.
- Find areas in the community where late stage cancers are located and identify areas that need screening, preventative care and wellness activities.

#2 Financial goals

- Find patient volumes and demographics to compare to state volumes for this analysis.
- Discover trends in utilization of services.
- Identify number and type of services (e.g., radiation, chemotherapy, surgery) provided.
- Identify three-year trends in service volumes and your Compounded Annual Growth Rate (CAGR).
- Monitor utilization rates by disease sites, payer mix, stage and migration.

#4 Operational goal setting

- Expose trends in disease categories.
- Identify top 10 disease sites by volume and growth.
- Compare disease-site volumes across system facilities.
- Monitor disease-site trends by migration, stage, payer mix and race.

#6 Health reform

- Find discrepancies in treatment plans for the medically underserved population.
- Identify and address barriers to care for specific populations.
- Ascertain payer mix, stage at diagnosis and age at diagnosis.

Conclusion

Leveraging your cancer registry data can positively impact patient care delivery, health outcomes and business operations. Your cancer registry data can help you gain the insight you need to reduce costs, increase revenue and improve patient outcomes, ultimately linking your cancer registry to a source of revenue for your cancer program.

About Q-Centrix

Q-Centrix® aims to improve the quality of patient care in the U.S. through the use of its market-leading technology platform, Q-Apps®, the industry's largest team of clinical quality data experts and its information and analytics assets. Processing in excess of 2 million data transactions annually, Q-Centrix partners with hundreds of health care providers offering enterprise clinical quality data solutions, including quality data capture, surveillance, measure calculations, analysis, reporting, and consulting solutions. Q-Centrix's growth equity partner is TPG Growth, a premier, global private equity growth firm. For more information about Q-Centrix, visit www.q-centrix.com.



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