



**CASE STUDY**

**Developing a Patient Navigator Program**



*“Having identified an unmet that we can address is incredibly helpful, and giving us a blueprint for how to do it is critical.”*

*-Gregory L. Coleman, CEO of HSMA*

**Client Profile**

Homemaker Service of the Metropolitan Area, Inc. (HSMA) is a non-profit, community-based organization that has provided high quality services to the disabled and elderly in Philadelphia for over forty years, enabling its clients to live safely and comfortably in their own homes.

**The Project**

HSMA engaged Fox Management Consulting (Fox MC) in order to expand their service offerings in the Greater Philadelphia Community. This project set out to explore the viability of five unique options for HSMA through an opportunity screen and market feasibility analysis: Home Health Care, Skilled Nursing, Mental Health, Federally Qualified Health Centers, and Financial Management Services. The most promising option in terms of market size, growth rate, competitive landscape, and barriers to entry would be identified, and a detailed business plan would be developed for that option.

**Recommendations**

After the initial market research phase, the Fox MC team concluded that Home Health Care and Federally Qualified Health Centers represented the most advantageous opportunities for HSMA to pursue. By digging deeper and conducting first person interviews with a variety of senior personnel in different healthcare sectors, the Fox-MC team identified Patient Navigation as a significant source of unmet demand within the community.

Patient Navigation affords HSMA the opportunity to diversify its revenue streams by capitalizing on existing competencies while limiting risk exposures. By taking advantage of industry shifts driven by the Affordable Care Act, HSMA can accomplish its goal of expanding service offerings while also advancing its mission of fulfilling unmet need in the community.

**Results**

Since the conclusion of the project, the HSMA Board adopted Fox MC’s strategic plan. HSMA will move forward with Fox MC’s implementation and due to the outcomes of the project, a new job was created.

