

THE MEDPOINT EXPRESS EXPERIENCE

The National Retail Clinic Summit

Presented by:

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Memorial Health System



- Established 1894 in South Bend, IN
- 526-bed regional referral center
- Level II Trauma Center
- Includes Memorial Health Foundation, Memorial Home Care, Memorial Medical Group
- 3,700 Employees
- 500+ Medical Staff

Memorial's Journey: First Steps

Why would a health system do this?

- Complement Primary Care/Urgent Care Operations
- Downstream Revenue
- ROI

How do you develop the business model?

- Pro-Forma
- Ramp Up

What criteria are important in choosing a retail partner?

- Partnership or Lessor/Lessee Relationship

The Retail “Journey”

- Reframing
- Benchmarking
- The Wal-Mart trip

Memorial's Journey: Impact

- Community
- Physician
- Health System







Lessons Learned

- Location, Location, Location
- Demographics
- Retail Host Issues
- Managed Care

Questions



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