

Hospital Recruitment Compliance Success Achieved with SK&A Data



Challenge

Noble Analytics & Consulting provides a data driven approach to national physician hospital recruitment. The firm utilizes strategic tools that allow hospital recruiters to methodically define geographic markets, understand healthcare community needs and forecast future needs to align physician recruiting. Under the federal healthcare statute known as the Stark III Law, which has seen some important changes from the Affordable Care Act, physician referrals of designated health services are prohibited. The challenge faced was to find the missing link in order to help hospitals complete a comprehensive physician needs analysis to fulfill recruitment needs in adherence with this federal law. Claims data alone does not piece together the entire community needs picture.



Solution

The Stark III compliant algorithms independently devised by Noble Analytics & Consulting improve upon the traditional physician-to-population ratio method. These algorithms are made possible with SK&A's comprehensive physician specialty databases. Without SK&A's telephone-verified, BPA-audited data, Noble Analytics & Consulting would not be able to provide such thorough, detailed and highly actionable reporting and consulting services. Noble helps hospitals overcome Community Needs Analyses (CNA) and recruitment challenges, such as providing more opportunities to choose to recruit physicians with an income guarantee or for employment, by utilizing SK&A's detailed data coverage to match the level of physician activity in a community to the needs of the population



Results

SK&A continually supports the ability of Noble to provide CNA for hospital recruitment compliance.

When Noble partakes in head-to-head comparison between other assessment models, along with offering facility and market analysis, their performance is unmatched, said Wilson Hensley, CEO. The comprehensive data provided by SK&A is paramount to Noble Analytics & Consulting capabilities and therefore, success.

“The SK&A team worked diligently to find more effective ways to utilize the available data to fit Noble’s new patent-pending method to analyze the physician needs based on the health of communities they serve versus using archaic physician-to-population models.”

Wilson Hensley, CEO



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