



Are you seeking a reputable resource for a Community Health Needs Assessment?

Community Health Needs Assessment (CHNA)

- proven 5-step process provides results needed for IRS Form 990
- incorporates community input into defining possible needs
- connects hospital leaders to community leaders & resources
- provides opportunity for positive exposure for the hospital
- reveals key socio-economic patterns and likely trends
- uses primary and secondary research to provide full picture



Competitive Assessment Study

- use the same CHNA survey process to gain added information
- obtain proprietary insights needed for planning and marketing
- determine how residents feel about your hospital and why
- discover the level of preference, by specific service line
- find out community perceptions of your key competitors
- see differences by key segment (e.g., insurance type, age, etc.)

CHNA+

- Our process offers you both the CHNA plus a formal competitive assessment study for just slightly more than the cost of doing only a CHNA.
- The entire project is completed in the same timeframe as the CHNA alone.
- Key results from the CHNA are available for sharing with the public. Competitive assessment study results are proprietary, for internal planning purposes only.

Kraft Healthcare Consulting, LLC provides a wide range of compliance and consulting services to institutional healthcare service providers across the United States. With expertise working for national proprietary hospital chains, urban health systems, governmental and not-for-profit hospitals, and smaller specialty hospitals, our dedicated team members are ready to assist any healthcare facility with its reimbursement and compliance needs.

For additional information, please contact Scott Mertie, president of Kraft Healthcare Consulting, LLC, at (615) 782-4292 or smertie@kraftcpas.com.



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