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April 21, 2010

## Optimizing Locations For Your Facilities, Physicians and Services

### Speakers for this event:

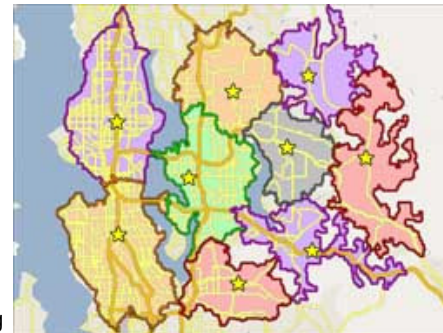
- Alan A. Ayers, MBA, MAcc, Vice President of Strategy and Execution, **Concentra Health Services, Inc.** [Learn More](#)
- Matthew P. Montgomery, Senior Vice President, **Buxton** [Learn More](#)

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### Market Planning in 2010 and Beyond – Scientific approaches to optimizing the placement of facilities, physicians and services

A growing number of providers are searching for fact-based approaches to determine where to “plant the flag” when it comes to:

- Opening a facility
- Acquiring an existing practice or business
- Deciding where to locate specialists
- Evaluating a convenient care clinic strategy
- Bundling services at given locations
- Analyzing the true impact of competition



From segmenting patient populations to statistical testing and modeling of variables for performance impacts, learn what types of tools and solutions savvy healthcare organizations are implementing in their planning and strategy efforts.

Hear first-hand from Alan Ayers, VP of Strategy and Execution at Concentra, about how they utilize data-driven analyses in their decision-making processes. Gain more insight into the true meaning of “patient analytics”, and how you can begin developing a market planning strategy where results triumph gut instinct.



### THIS PROGRAM IS INTENDED FOR:

- CEOs
- CFOs, VPs, Directors of Finance
- VPs, Directors of Real Estate
- VPs, Directors of Marketing, Marketing Strategy, Market Planning
- VPs, Directors of Strategic Development, Business Development, Business Strategy

For hospitals, health systems and other healthcare provider networks



#### ABOUT OUR SPEAKERS:



#### **Alan A. Ayers, MBA, MAcc**, Vice President of Strategy and Execution, **Concentra Health Services, Inc.**

Alan Ayers is Vice President of Strategy and Execution for Concentra Urgent Care, based in Dallas, Texas, where he leads initiatives to create profitable revenue growth. Ayers directs and advises the operations, sales, and marketing integration of urgent care services in over 300 mixed-model occupational health centers, as well as programs for measuring and improving the patient experience, maximizing effectiveness of the sales organization, and real estate site selection and development.

As a content advisor to the Urgent Care Association of America, Ayers is actively engaged in the development of thought capital for urgent care professionals and is a frequent contributor to *Journal of Urgent Care Medicine* and urgent care conferences.

He is co-author of *Consumer Driven Health Care* (2005), has served as chief operating officer of a hospital-affiliated urgent care network with eight locations, and has conducted educational sessions and customized consulting engagements for urgent care operators, investors and vendors across the country.

A consulting veteran of Accenture and the former market research practice of PriceWaterhouseCoopers, Ayers has extensive experience in the retail consulting industry with clients including Wal-Mart, Verizon, McDonald's, and Bank of America.

Ayers graduated Phi Beta Kappa from the University of North Carolina at Chapel Hill and earned a Master of Business Administration from the University of Mississippi and a Master of Accounting from The Ohio State University.

Ayers also completed a Business Leadership program affiliated with Southern Methodist University, earned the Project Management Professional (PMP) designation from Project Management Institute, and is an FAA-licensed commercial pilot. He resides in Denton County, Texas.



#### **Matt Montgomery**, Senior Vice President, **Buxton**

Matt brings six years of consulting leadership and experience at Buxton to his role as head of the Healthcare/ID division. His current responsibilities center on provision of consultative services to providers and other healthcare-focused organizations, primarily with respect to market planning and marketing efforts. Among the clients Matt works with personally are Texas Health Resources, Florida Hospital, Sisters of Mercy Health System and Pacific Dental Services.

Matt has spoken at a number of conferences in a variety of industries on the topic of customer analytics, including the annual gatherings of the Society for Healthcare Strategy and Market Development (SHSMD), the International Downtown Association (IDA), the Medical Fitness Association, the California Redevelopment Association (CRA), the Medical Group Management Association (MGMA) and the American Academy of Urgent Care Medicine (AAUCM).

Matt is a member of the American College of Healthcare Executives (ACHE), the International Council of Shopping Centers (ICSC), the Medical Group Management Association (MGMA), the Society for Healthcare Strategy and Market Development (SHSMD) and Vision Fort Worth. He holds a bachelor's degree in Marketing from Northwest Missouri State University.

#### ABOUT OUR SPONSORING PARTNER:



Since 1994, Buxton has assisted thousands of clients in a variety of industries with their market planning and marketing efforts. These clients range from healthcare organizations (Texas Health Resources, Quest Diagnostics,

Cleveland Clinic, Bright Now Dental, Sisters of Mercy Health System, Golden Living, Florida Hospital) to retailers, restaurants and consumer packaged goods manufacturers (Wal-Mart, Kimberly-Clark, Pei Wei/PF Chang's, Procter & Gamble, Sally Beauty, Bass Pro Shops, Weight Watchers International, Lowe's).

A pioneer in the customer and patient analytics space, Buxton provides actionable solutions to our clients. Based on the business question/need exhibited, Buxton can provide:

- Detailed understanding of who your best/most valuable patients are (at a facility level, system wide within a larger network, or based on desired service lines/specialties)
- Location intelligence to assist in optimizing facility placement, physician deployment and service mix both in existing and potential markets served
- Direct marketing, data warehousing and CRM/Business Intelligence tools and expertise

Our solutions are customizable and scalable, and are developed to meet the specific need of each client. For more information, please visit us on the web at <http://www.buxtonco.com/>

