relevate HEALTH GROUP℠ | *Elevate your relevance.*℠

Diversifying Payer Mix

SITUATION

Florida Hospital Tampa
This 475-bed, urban, Adventist, system-affiliated teaching hospital was interested in growing diversified and commercially insured inpatient/outpatient volume and revenue.

SOLUTION

Relevate Health Group partnered with the hospital to launch a comprehensive SHG Essentials program, focusing on Cardiovascular & Stroke services, Orthopedics, Oncology, and Women's Health. This initiative activated consumers and physicians, with **exclusive programming to engage women**—including events, registrations, communications, and other powerful outreach and educational activities. Following implementation, the team utilized SHG Business Analytics to track the impact on patient volumes and revenue generated through the SHG Essentials program.

SUCCESS

Since launching SHG Essentials, Florida Hospital Tampa has successfully delivered on its business objective, generated incremental revenue, and gained a meaningful competitive advantage.

Specific results include:

30%
increase in commercially insured patients

30%
increase in overall revenue

33%
increase in net payment per patient

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