



One North Franklin Street, Chicago, IL

Client

The Chicago-based American College of Healthcare Executives (ACHE) is the nation's leading professional association for health care executives with approximately 29,700 U.S. members in which hospital CEOs make up 50 percent of its membership.

Project

2004-2006 Strategic Plan Goal: Increase the value of membership by developing a chapter structure.

Information Management Need

The American College of Healthcare Executives is re-evaluating its effectiveness in forming chapters. The effective deployment of a chapter-based strategy to increase value for healthcare affiliates depends on avoiding unproductive competition. Accomplishing this will depend on a solid foundation for allocating service territories. ACHE's market planning approach will require the resolution of geographic service area overlaps and gaps.

The Solution

ACHE retained the services of r ö ö s d e s i g n + c o n s u l t i n g to develop an interactive mapping application to assist ACHE with chapter redistricting and gap analysis.

The application links ACHE's membership database to Regent jurisdictions, state, county and zip code geography. Maps dividing the U.S. and Canada into territories, will illustrate affiliate densities as they currently exist and subsequent to reallocation.

From ArcNews Magazine – Summer 2004

Territory Mapping Key to Master Plan American College of Healthcare Executives Uses GIS to Form Chapter Network

GIS technology made it possible to solve very complex problems throughout this project. The negotiation process for resolving territory boundary disputes was an ongoing process over a period of several months. At the regional level, existing affiliate groups were required to negotiate mergers among themselves before submitting a proposal to regional directors in Chicago. Once the proposal was submitted, Chicago staff would review it against territory criteria. GIS helped streamline the process, making it possible to make quick decisions and, in some cases, resolve issues the same day. Territory disputes were analyzed during morning conference calls, issues were discussed and resolved in a matter of hours, new maps reflecting boundary changes were made, and the maps were redistributed by e-mail in the afternoon.



To learn more about this project and GIS, read the article "Territory Mapping Key to Master Plan: American College of Healthcare Executives Uses GIS to Form Chapter Network" in Environmental Systems Research Institutes' ArcNews Magazine www.esri.com/news/arcnews/summer04/articles/american-college.html

Project Approach

- 1 Your data starts the process—spreadsheet, database, or text file – you decide.
- 2 We model your data based on your organization's project requirements using powerful object oriented technology for:
 - Territory analysis
 - Site selection
 - Market analysis
 - Policy issues
 - Environmental management

New York Regent Consolidation Plan						
January, 2005						
Current						
Sum of NumberOfAffiliates	CHAPTER					Grand Total
Group Name	NY_A	NY_B	NY_C	NY_D	NY_E	
Health Care Management Association of Central New York		6	191			197
Healthcare Executives Coordinating Council	199	212		496	298	1205
Twin Tier Health Executive Association		2	56			58
(blank)	89	107				196
Grand Total	199	309	354	496	298	1656
Proposed						
Sum of NumberOfAffiliates	New Reg					Grand Total
Group Name	NY_1	NY_2	NY_3			
Health Care Management Association of Central New York			197			197
Healthcare Executives Coordinating Council	497	708		1205		
Twin Tier Health Executive Association			58			58
(blank)			196			196
Grand Total	497	708	451			1656
Comparison of Current and Proposed						
Sum of NumberOfAffiliates	New Reg					Grand Total
CHAPTER	NY_1	NY_2	NY_3			
NY_A						199
NY_B			97			309
NY_C			354			2006
NY_D			496			2007
NY_E						298
Grand Total	497	708	451			1656

