# ViewPoints :: Profile in Business GIS
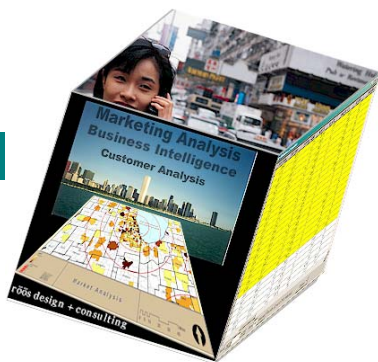
**Business Solutions**

## Case Study

### GIS Integration with Business Data Supports Market and Territory Analysis

## Why GIS?

Getting a competitive edge in business requires accurate information. Complex processes, both natural and man-made interplay as markets grow and expand. Understanding how these processes work requires collecting, managing, analyzing, interpreting and ultimately presenting market data in a comprehensive, understandable way. GIS is being used by organizations around the world for the following:

## Commercial Business
- Competitive Market Analysis
- Site Selection
- Routing and Logistics
- Distribution
- Advertising
- Target Marketing and Direct Mail

## Healthcare
- Facility site location
- Bed surge capacity management
- Trauma analysis
- Home health nurse routing
- Marketing and Strategic Planning
- Districts, Service Areas, Planning Areas, Legislative Areas

## Financial Services
- Define branch trade areas
- Fair lending analysis
- Analyze market penetration
- Measure the effectiveness of marketing campaigns
- Locate untapped market areas and emerging markets
- Visualize consumer expenditure data
- Display the dispersion of account holders
- Compare customer points to surrounding demographics and economic conditions

## Media
- Military
- Disasters
- Political events
- Epidemics
- Events

### Healthcare Management Associations use GIS to Improve Customer Service

New York state healthcare management associations in 2003 began divvying-up the state's geography to better serve professionals who manage the business affairs of healthcare organizations throughout the state. Initially, operating independently of each other, five healthcare associations, each having its own unique history and membership base in the state were involved. The largest, based on total membership, is the Healthcare Executives Coordinating Council (HECC), covering the lower Hudson River basin metropolitan region, the Bronx, Brooklyn, Queens, and Long Island. Four others, with smaller membership bases, but serving much larger geographic regions, include the Hudson Valley Health Executives Association, Metropolitan Health Administrators Association, Woman's Healthcare Network and Healthcare Executives Club. In 2002 these organizations studied the feasibility of consolidating service territories to form three newly reconstituted groups - the Healthcare Management Association of Central New York, the Healthcare Executives Coordinating Council and Twin Tier Health Executives Association.
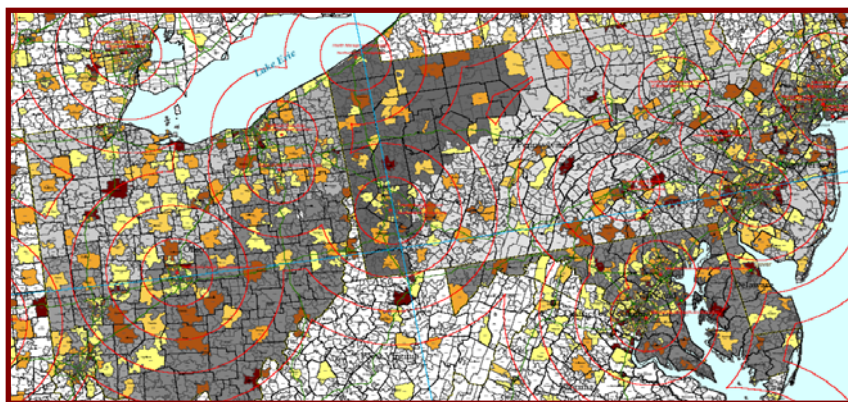


*Market changes tracked with GIS*

# Project Approach

**❶** Your data starts the process - spreadsheet, database, or text file – you decide.

**❷** We model your data based on your organization's project requirements using powerful object oriented technology for:

**❸** Mapping
  Define site trade areas
  Analyze market penetration
  Measure the effectiveness of marketing campaigns
  Locate emerging markets
  Visualize consumer expenditure data
  Compare customer points to surrounding demographics and economic conditions