

# Mercy Medical Center

*Improve public perception of quality to drive growth.*

HOSPITAL LEVERAGES HEALTHGRADES TO BECOME THE PREFERRED HOSPITAL IN THE MARKET

## Results

*Helped “get physicians to the table” to engage them in strategy and drive business development initiatives*

**16%** *increase in market share or admissions*

**9%** *increase of best quality of care*

**18%** *increase of best overall perception*

**9%** *increase of best hospital reputation for quality care*

## Background

Sioux City is a two-hospital city. Mercy Medical Center’s consumer research confirmed Mercy lagged behind their competitor in three metrics: quality, reputation and best hospital for their key services. The research concluded Mercy was not the preferred hospital in the market.

## Situation

Healthgrades consultants worked with Mercy to develop a customized Healthgrades Quality Achievement strategy to increase market share in vascular surgery and orthopedics, improve customer perception and fight outmigration to larger metropolitan areas.

By implementing a strategy around quality, Mercy Medical Center achieved these results:

Helped “get physicians to the table” to engage them in strategy and drive business development initiatives

16% increase in market share for admissions

MARKET RESEARCH ON SHIFTS IN PUBLIC OPINION	BEST QUALITY OF CARE	BEST OVERALL PERCEPTION	BEST HOSPITAL REPUTATION FOR QUALITY CARE
<b>YEAR 4</b> LED COMPETITOR	<b>9%</b> +	<b>18%</b> +	<b>8%</b> +
<b>YEAR 1</b> LAGGED COMPETITOR	<b>18%</b> -	<b>9%</b> -	<b>18%</b> -



 MERCY MEDICAL CENTER – SIOUX CITY, IA

**“Having Healthgrades as our quality partner helped Mercy Medical Center gain market share and become the region’s most-preferred hospital in our key services. Healthgrades also assisted with outreach to our physicians which has built stronger relationships with our specialists and also has helped our specialists drive referrals.”**

**MIKE KRYSL**

Marketing and Communications Manager



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