

Research paper on value proposition for keller medical associates

[Life](#), [Home](#)



A Patient Centered Medical Home is an inventive medical program that aims at promoting and improving primary care for patients suffering from different illnesses. The program facilitates affiliations between patients and their personal health care providers (Stange, Nutting, Miller, Jaen, & Crabtree, 2010). The Patient Centered Medical Home plan incorporates the use of technology among other means to provide assurance to patients and their families. The fragmentation of New Mexico's healthcare system is evidence that its citizens will be interested in accessing the Patient Centered Medical Home program, as an alternative source of health care. This is because the Keller Medical Associates seek to remain competitive and relevant in this market, through the acceptance of sideline insurance policies as a way of ascertaining those eligible for the program. This valuation constitutes the marketing hook of the program, a description of the primary research, a validation of results; prove of the patients' access to the service, and a description of the competitive edge.

A hook refers to a short phrase used in marketing a product or a service, which serves the purpose of enticing a consumer to purchase a commodity or register for a service (Hofstrand & Holz-Clause, 2009). The hook for the Keller Medical Associates is ' Patient Centered Medical Home; your healthcare solution'. The aim of this hook is to attract a customer's attention to explore the service.

Primary research involves the collection of raw data from the field through surveys, focus groups, interviews, or questionnaires, and interpreting it. Advocating for the Patient Centered Medical Home program will involve primary research to establish the public's reaction to the news about the

service. The first step to carrying out this research will be carrying out a feasibility study. A feasibility study is an assessment of the potential of the proposed program and is based on investigations to aid in making a choice (Hofstrand & Holz-Clause, 2009). This study's intention is to uncover the program's short run and long run impacts on the health care system of New Mexico. Collection of primary data will follow the feasibility study. Data will be collected through a series of methods. These methods include telephone calls, interviews, and survey groups.

Samples will first be drawn from the total population of the target audience. The Keller Medical Associates' target audience is New Mexico's Medicaid population. The management will question random Medicaid patients visiting the Keller Medical Associates health care facility through telephone calls; this seeks to find out the patients' view on the Patient Centered Medical Home plan. Their views will be sampled and analyzed to ease the process of data interpretation. Interviews will be conducted on another random sample to evaluate the project's reception among them. A survey group of the sample will also be formed to discuss the merits and demerits of the program. This will give the target audience an opportunity to air their opinions about the program and their expectations about it. An analysis of the data will take place thereafter an interpretation, and a decision made from the primary research.

Primary research results validate a service's value to the target audience. Primary data results give project managers insight about a project's perception. The sample drawn from the Medicaid population will confirm whether the Patient Centered Medical Home plan will meet their needs.

Analyzing and interpreting data will sample the number of positive and negative responses. A higher number of positive results mean that the service is valuable to the patients while a higher number of negative responses will indicate a low value for the service. The population's suggestions about the adjustments necessary to improve the program will be considered to further increase the value of the service.

The Patient Centered Medical Home gives a patient a chance to have a personal health care provider with whom they interact on a personal level (Stange, Nutting, Miller, Jaen, & Crabtree, 2010). This is proof that the service will be viable to the patients. With a patchy health care system, like New Mexico's, it is difficult for an individual patient to gain access to their personal physician. Patients, especially those living in poverty, continue to perish due to lack of proper health services. This opportunity discovered by the Keller Medical Associates is irresistible to this target group. The facility's mission is to promote a self-sustaining approach through innovative techniques like the Patient Centered Medical Home. Through this model, the Keller Medical Associates strive to show compassion and give care to the needy individuals in the society. The patients will prefer this service because it is not limited to offices or hospitals and because they can contact their physicians at any time.

A competitive edge defines the extent to which a service or product triumphs a competition's (Porter & Teisberg, 2004). The Keller Medical Associates seek to maintain a competitive edge by accepting other insurance policies from their patients to consider them for the Patient Centered Medical Home plan. This move will attract patients, even those not targeted by the program.

The Patient Centered Medical Home is a program that other health care facilities may employ to improve the health care system in New Mexico. The Keller Medical Associates intend to adopt the program and at the same remain competitive in the health industry. The results of a primary research will validate the program's value to the target audience; this will aid in making a decision about the sustainability of the program.

References

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