



## Hospital and Health Systems

### User

Emerus

### Challenge

Identifying and placing health care resources in an underserved area

### Solution

Using Esri® ArcGIS® Business Analyst™ Desktop to identify hot spots and the best location for a new micro-hospital

### Results

Successful placement of a new facility, with plans to expand due to overwhelming response

# Bringing Health Care to Underserved Populations

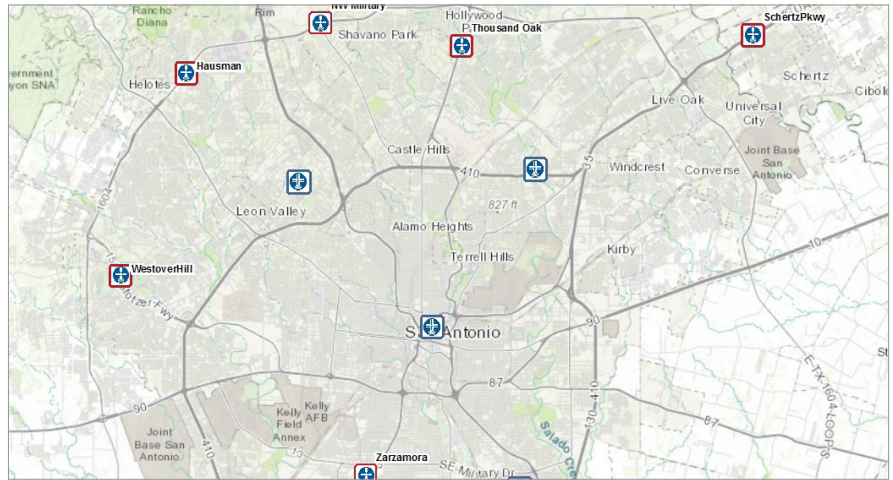
As the first and largest operator of small-format hospitals (micro-hospitals), Emerus has established joint ventures with Baptist Health System, Dignity Health, Baylor Scott & White, Memorial Hermann, and many other health systems to place micro-hospitals in areas of need. One such place—identified by using geographic information system (GIS) technology—was an area in south San Antonio, Texas, which lacked access to emergency care. Emerus used Esri's ArcGIS Business Analyst to work with Baptist Health System to find the best location for a new micro-hospital.

## The Challenge

Finding the optimal location for placing a micro-hospital requires identifying gaps in health care and having a complete understanding of the demographics of those who would benefit most from that facility. Determining the best location for a small-format hospital with collocated services, such as primary care, meant digging into the data from a geographic and demographic perspective.

## The Solution

The team at Emerus started by using Business Analyst to analyze health care gaps in San Antonio. From there, the team focused its analysis on gaps where a new facility would make the most sense, using a variety of demographic variables from the US Census Bureau, Infogroup, and GfK MRI Doublebase. To do this,



“GIS allows Emerus to solve market challenges, using a disciplined, data-driven approach for the benefit of the communities we serve.”

**Daniel Probasco**  
Senior Director,  
Strategy and Development  
at Emerus

the team evaluated different potential sites to see which would be the best for the population, then reviewed data regarding other facilities in the area to see whether the new site would relieve congestion and lead to greater patient satisfaction. Business Analyst was also used to analyze the types of patients who would utilize the new facility, the level of services they would require, and the demographic profiles of potential patients. Using patient data and the analytic capabilities and census data contained in Business Analyst, the team quickly determined the ideal placement of the facility.

## The Results

With Business Analyst, Emerus determined the best location based on its research and geographic analysis of demographics related to each potential site. In November 2016, Baptist Health System and Emerus opened to the public a new micro-hospital in southwest San Antonio. The facility immediately exceeded expectations in both the number of patients being seen daily and the demand for the services the micro-hospital delivers. Business Analyst has allowed Emerus to continually work on new sites across the market.

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