



Setting benchmarking standards for healthcare providers

# CONTENT OUTLINE

## HERE'S WHAT TO EXPECT:

**INTRODUCTION** - *What is benchmarking in healthcare*

**BENEFITS OF BENCHMARKING IN HEALTHCARE** - *Key benefits and importance for healthcare providers*

**KEY TYPES OF HEALTHCARE BENCHMARKING**- *And how to implement them into your healthcare organization*

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# INTRODUCTION

## WHAT IS HEALTHCARE BENCHMARKING?

Benchmarking refers to the process of establishing a **standard of excellence** for comparing a product, business function, or an enterprise as a whole with that standard so that gaps can be identified and measures can be taken to rectify these deviations.

Healthcare benchmarking is being extensively used by providers to reduce expenses and simultaneously improve product and service quality. Benchmarking is a part of **total quality management (TQM)** that healthcare companies can leverage to measure and compare their own processes with that of similar providers who are market leaders in the industry.

An organization's performance against benchmarks is one of the most influential factors for determining which **improvement initiatives** to launch, understand the regulatory/reporting requirements, and improve **team priorities**.



# BENEFITS OF BENCHMARKING

FOR HEALTHCARE PROVIDERS

**Benchmarking** gives voice to **quality standards** in healthcare. Healthcare companies that have adopted a benchmarking into their processes have found a way to identify strengths and weakness allowing a **plan of action for improvement**. Healthcare is made up of multiple stakeholders, and through benchmarking, each one can benefit from **quality and safety** projects for improvement.

## Organizations that benchmark have:



Created a competitive environment in promoting improvement and growth



Reduced department budget and improved caseload



Attained 3X reduction in wait times

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Benchmarking plays an integral role in helping healthcare providers **improve efficiency, quality of care, patient safety, and patient satisfaction.** The process involves looking at industry standards and evidence-based practices and then identifying potential areas of improvement. There are four types of benchmarking that are commonly used by healthcare organizations:

### **Internal benchmarking**

*Internal benchmarking takes place between departments, divisions, or offices within a particular healthcare organization. This is particularly important because many healthcare organizations are located across various geographies, in this case it is necessary to examine processes and implement a particular set of measures across those locations. Monitoring this measure across all branches of the organization may shed light on issues that need to be addressed and help specific branches improve their processes or practices.*

# **WHAT ARE THE KEY TYPES OF BENCHMARKING IN HEALTHCARE?**

**ALL YOU NEED TO KNOW...**





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## **Competitive benchmarking**

*Comparing a healthcare organizations' s metrics with that of their direct competitors or other counterparts in the industry is known as competitive benchmarking. This involves comparing the company's metrics against hospital or clinics serving in the same geographic location. Healthcare providers can also look at the processes of organizations operating in a different market in order to draw inspiration on how their own operations can be improved.*

## **Functional benchmarking**

*Functional benchmarking is used to compare healthcare organization to those in a different industry that may have a similar metric or process that they could learn from. Functional comparisons are great for looking at operational data. Things like average collection time, system availability, and average building age are some of the functional comparisons that healthcare providers can leverage.*



## Generic benchmarking

*Generic benchmarking is used to look beyond a data set and focus more on general processes. The idea behind generic benchmarks is to introduce new thinking in healthcare. In this case healthcare providers may not chart themselves against the benchmark for an actual comparison, rather they might use the new dataset to drive change into the organization. For instance, healthcare companies can compare their admission process rates with that of the check-in-process at hotels. Although comparing these two processes may initially seem illogical, it is essential to note that both these processes focus on moving someone from one point to another. Healthcare organizations can incorporate similar strategies to improve their processes.*



# CONTACT INFO

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