

HSG Market Demographics

Better Understand Your Core Patient Population

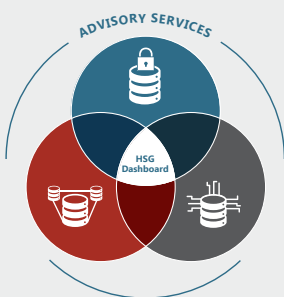
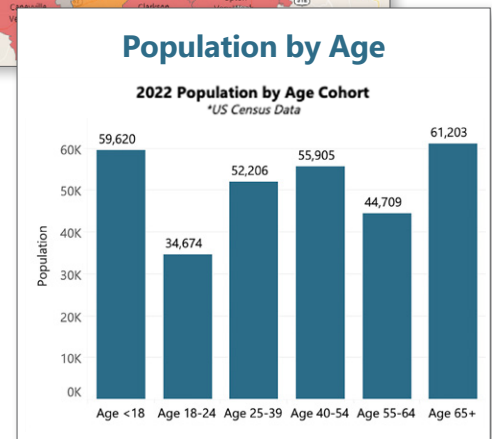
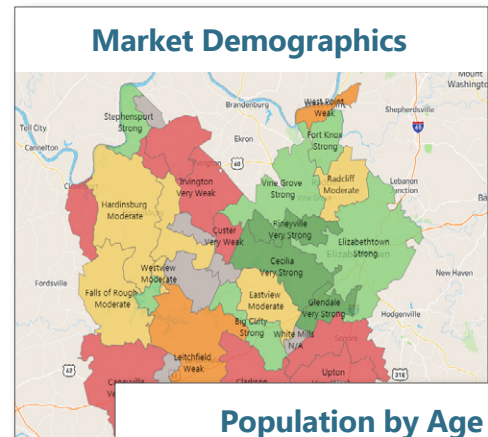
Evaluate changes in patient population by age cohort, geography, median household income, percentage of private insurance, and projected growth rates

Strategic Advantages

- Create a demographic overview of your patient population at the zip code level
- Develop growth strategies based on changes to the patient population being served
- Provide context to growth strategy decisions made by contrasting directional data points about a market's population

Examples of Data Insights

- Age growth rates and projections at the zip code level
- One, three and five-year growth rate projections based on short versus long-term market shifts
- All zip codes compared to HSG's "Demographic Strength" factor for comparison across geographies



Analytical Deliverables

Reporting frequency: Annually

Data sets utilized: Census Data + HSG Proprietary Benchmarking

CONTACT US

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