Case Notes

# Chapter 12: Demand Management And Customer Service

## Predicting the Future Demand for Rural Health Care

## Case Summary

*This case describes the challenges faced by health care providers in meeting further demand for rural health care. It calls for the development of a long-term demand management strategy to overcome these challenges.*

Case Analysis *This case illustrates the importance of developing demand management strategies in the health care industry to meet the challenges of managing future demand for rural health care. A growing population of rural senior citizens are alcohol and tobacco users, inactive, and obese. This means future demand for treatment of chronic illnesses such as diabetes, heart diseases and cancer using in-home and community –based services will be on the rise. Health care providers will have to develop a cost effective strategy to provide such services*

## Sample Answers to Case Questions

1. Imagine you are a member of the demand planning staff for a hospital in a rural part of Florida. How would you begin developing a plan for the future demand for health care at your hospital? What demographic and other factors would you consider critical to developing such a plan?

To develop a plan for the future demand for health care in a rural Florida hospital, the first step is to forecast demand which requires an examination of how economic, technological and internal factors could influence future demand of health care services. The next step is to identify issues that need to be addressed in order to meet future demand. The last step is to create a long-term strategy to overcome issues identified in a cost-effective manner.

2. Research some of the provisions in the Affordable Health Care Act. Give one example of how the act’s new regulations will affect demand forecasting and planning.

The affordable health care act requires all Americans to have health coverage to avoid a penalty. This results in lowering the number of uninsured Americans from 48.6 million in 2010 to 27.3 million in 2016 (<http://www.cnbc.com/2016/09/07/obamacare-pushes-nations-health-uninsured-rate-to-record-low.html>). Consequently, the demand for health care will increase across all demographics.