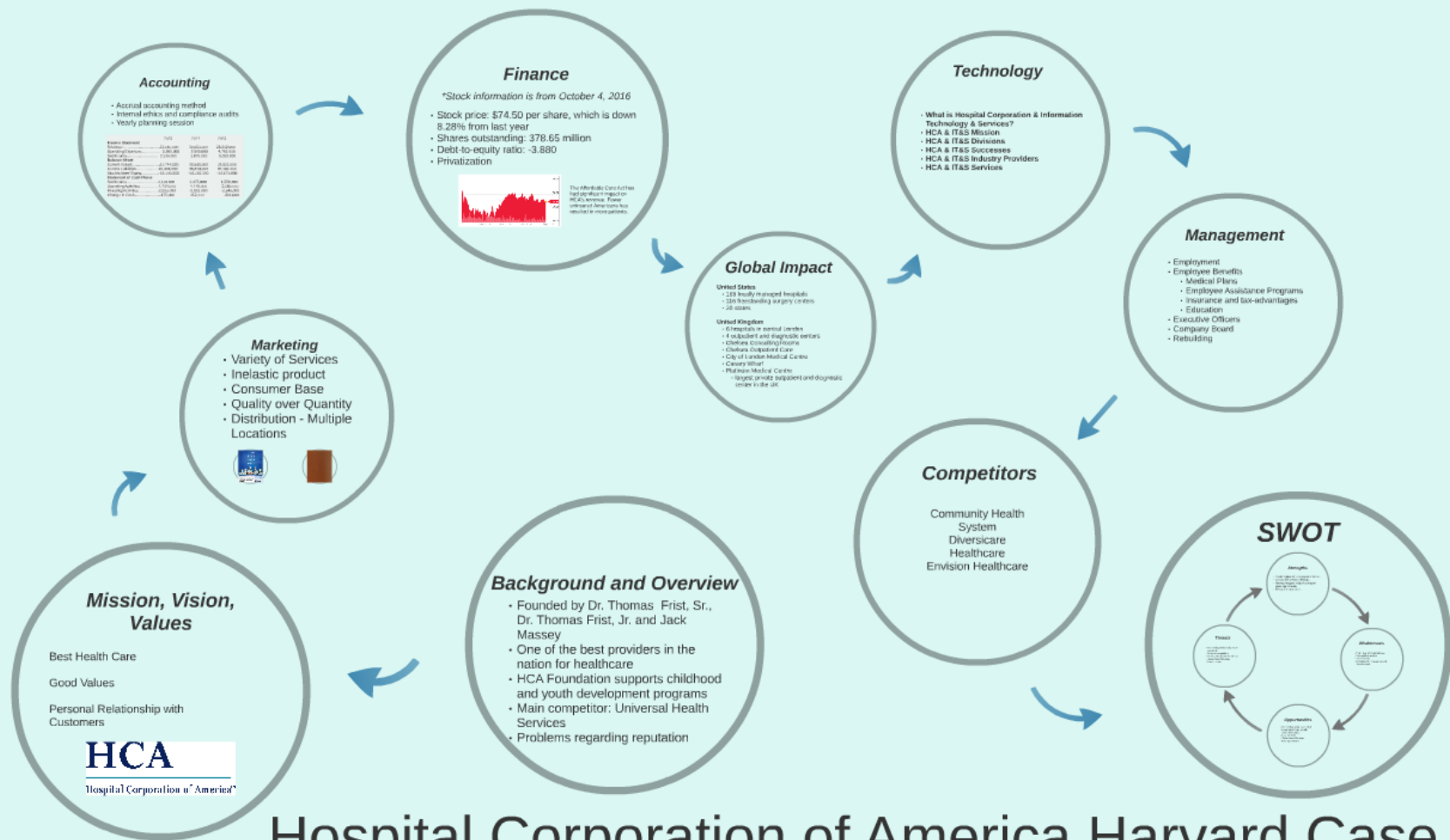


Hospital Corporation of America Harvard Case Solution & Analysis



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Background and Overview

- Founded by Dr. Thomas Frist, Sr., Dr. Thomas Frist, Jr. and Jack Massey
- One of the best providers in the nation for healthcare
- HCA Foundation supports childhood and youth development programs
- Main competitor: Universal Health Services
- Problems regarding reputation

Mission, Vision, Values

Best Health Care

Good Values

Personal Relationship with
Customers

HCA

Hospital Corporation of AmericaSM

Hos

Marketing

- Variety of Services
- Inelastic product
- Consumer Base
- Quality over Quantity
- Distribution - Multiple Locations



1,140

open heart surgeries

2,065

heart catheterization procedures

6,422

minimally invasive catheterization procedures

9,627

total cardiac procedures in 2010



We have the numbers to back us up.

The New England Journal of Medicine reported the number of cardiac procedures a hospital performs directly correlates to the volume of its procedures. At HCA One Florida Hospital we perform the most cardiovascular procedures in the region and have earned a national reputation for excellence. When your heart is in trouble, we provide you with the most advanced technology, comprehensive heart care specialists, and a greater range of support services to effectively diagnose and treat cardiovascular disease. Our highly-skilled staff has your best interests at heart, and we have the most advanced technology. For more information, call 800-4-HCA-5908 or visit hcafloridahospital.com.

Florida's Leading
Cardiovascular System



Advanced Medical
JFK Medical Center
Kendall Regional Hospital
Lakewood Regional Medical Center
Stony Brook
Suncoast Medical Center
Tampa Regional Medical Center

LIFE / YOU ONLY GET ONE.



Photo: Robert A. Henschel/Corbis via gettyimages.com; Beacon sign: Courtesy of the University of Virginia

So choose the health system that has the expertise you need. The one with the most hospitals, outpatient centers, advanced technology, specialists and staff in Central Virginia. The one more people choose to fix their hearts, fight their cancer, treat their emergencies, and give birth to their children. HCA Virginia. The right care for your life. Because you only get one.



FIND A PHYSICIAN AT 804-320-DOCS (3627) OR HCAVIRGINIA.COM.

CHIPPENHAM / HENRICO DOCTORS' / JOHN RANDOLPH / JOHNSTON-WILLIS / PARHAM DOCTORS' / RETREAT DOCTORS'

Accounting

- Accrual accounting method
- Internal ethics and compliance audits
- Yearly planning session

	2015	2014	2013
Income Statement			
Revenue	33,040,000	30,656,000	28,212,000
Operating Expenses.....	5,965,000	5,565,000	4,792,000
Net Income.....	2,129,000	1,875,000	1,556,000
Balance Sheet			
Current Assets.....	32,744,000	30,980,000	28,831,000
Current Liabilities.....	40,343,000	38,874,000	37,101,000
Stockholders' Equity.....	-14,330,000	-14,210,000	-14,173,000
Statement of Cash Flows			
Net Income.....	2,129,000	1,875,000	1,556,000
Operating Activities.....	4,734,000	4,448,000	3,680,000
Investing Activities.....	-2,583,000	-2,918,000	-2,346,000
Change in Cash.....	175,000	152,000	-291,000