



HCA Competitive Threats	
Year	Competitive Threat
2013	Walmart
2014	Walgreens
2015	CVS
2016	Walgreens
2017	Walgreens
2018	Walgreens
2019	Walgreens
2020	Walgreens
2021	Walgreens
2022	Walgreens
2023	Walgreens
2024	Walgreens
2025	Walgreens
2026	Walgreens
2027	Walgreens
2028	Walgreens
2029	Walgreens
2030	Walgreens

62
Mission Statement
The Primary Mission
of the Hospital Corporation
of America is to provide
high quality, patient-centered
care to all patients, while
maintaining the highest
standards of financial
performance.

Current Year Report
The Hospital Corporation of America
has achieved significant milestones
in the past year, including
expanding our network of hospitals
and ambulatory care centers,
improving patient satisfaction,
and maintaining our commitment
to financial performance.

Executive Summary
The Hospital Corporation of America
has achieved significant milestones
in the past year, including
expanding our network of hospitals
and ambulatory care centers,
improving patient satisfaction,
and maintaining our commitment
to financial performance.

**Strategic Objectives and
Key Performance Indicators**
The Hospital Corporation of America
has set the following strategic
objectives and key performance
indicators for the next five years:

General Environment
The Hospital Corporation of America
operates in a highly competitive
market. Key factors influencing
the industry include demographic
changes, technological advances,
and regulatory requirements.

Industry Structure
The Hospital Corporation of America
operates in a highly competitive
market. Key factors influencing
the industry include demographic
changes, technological advances,
and regulatory requirements.

Alternative #1
This alternative focuses on
improving patient satisfaction
and operational efficiency.

Alternative #2
This alternative focuses on
expanding our network of
hospitals and ambulatory care
centers.

Thank You!

Currently We...
The Hospital Corporation of America
currently operates a network of
hospitals and ambulatory care
centers. Our focus is on
improving patient satisfaction
and operational efficiency.

Alternative #2
This alternative focuses on
expanding our network of
hospitals and ambulatory care
centers.

Recommendations for Action
The Hospital Corporation of America
should focus on improving
patient satisfaction and
operational efficiency.

HCA

*Case
Analysis*

*By: Tyler Horcher, Mona Galli, Daniel Fierros, Anna
Duduyan, Johnathan Noriega, Leah Konigsberg*

Hospital Corporation of AmericaSM

Thecasesolution.com

Executive Summary

HCA dealt with three major critical issues which included:

- Billing Fraud
- Patient Care
- Relationships with Doctors

Our recommendation to resolve these issues include

- Internal auditing, proper documentation, and random visits to nationwide health facilities
- HCA Patient member account (18 yrs. or older)
- Contracts between doctors and owners that state proper documentation should be provided

ECG

62 bpm

Mission Statement

It's You, It's Me, It's All of Us!

We are committed to the care and improvement of human life. When we speak of our mission, we usually think about our dedication to patients and their families and our commitment to them.

Culture and History

Our company has 280 facilities but one common culture – a culture dedicated to compassionate and quality patient care.

Key Dates:

1968: HCA established and formed it's own hospital management company

1987: Richard Scott & Richard Rainwater to formed Columbia Healthcare Corp.

1989: EPHS introduces One Source medical services program

1992: Columbia's network grew with 24 hospitals and over \$1 billion in assets

1993: Columbia acquires Galen Health Care.

1994: Columbia merges with HCA, renamed Columbia/HCA Healthcare Corp.

1995: Columbia/HCA acquires Healthtrust.

1997: Company merges with Value Health, Inc., Scott resigns, and is replaced by Dr. Thomas Frist

1998: Columbia/HCA completes a series of divestitures

2000: HCA - The Healthcare Company

2010: HCA Holding, Inc. formed into a legal corporation

Strengths, Weaknesses and Resources

- ***Strengths***

- Strong service portfolio,
- Enhanced network of hospitals
- Established customer base.

- ***Weaknesses***

- High level of indebtedness
- Limited financial flexibility.

- ***Resources***

- Trained professionals
- Staffing services
- Supply chain management
- Revenue cycle management

HCA Competitive Threats

HCA	Adventist Health System
For-Profit	Non-Profit
No Nursing Homes	Nursing Homes
About 235 beds per hospital	About 80 beds per hospital
Located in 20 states	Located in 12 states
165 Hospitals	44 Hospitals
No religious affiliation	Based on religious services
No retirement centers	Retirement Centers

General Enviroment

HCA's environmental stewardship is meeting or exceeding all environmental legal and regulatory standards. In addition, HCA will protect and preserve the environment through, at a minimum, the following practices:

- HCA will encourage the recycling of materials where recycling is commercially practical and the minimization, consistent with the law, of waste streams which require additional processing.
- HCA facilities will consider the effect on the indoor environment before introducing a new product into the facility.
- HCA will encourage the continued reduction of energy usage throughout its facilities.
- HCA will evaluate, and where appropriate, incorporate environmentally-preferable alternatives when designing new construction and major renovations.