

For Diagnostic projections:

1. 3% growth is projected and that is the same percentage the organization saw from 2016 to 2017. The aging population continues to show increased utilization .
2. 10% market share is projected because Blessing plans to increase market share of orthopedics cases willing and able to stay in the community to receive orthopedic procedures. Today in Adams County alone 750 cases out migrate. The plan is to penetrate this market within the next two years offering residents the services they need closer to home.
3. The shift in the volume will come from the number of physicians located to this new site as well as the newly recruited physicians practicing at this site at the end of the two years following completion. In addition, this location will be more consumer friendly with less congestion and easier access. More physicians with outpatient practices will be located here, while the 11th street clinic will house the more hospital centric physician practices.