

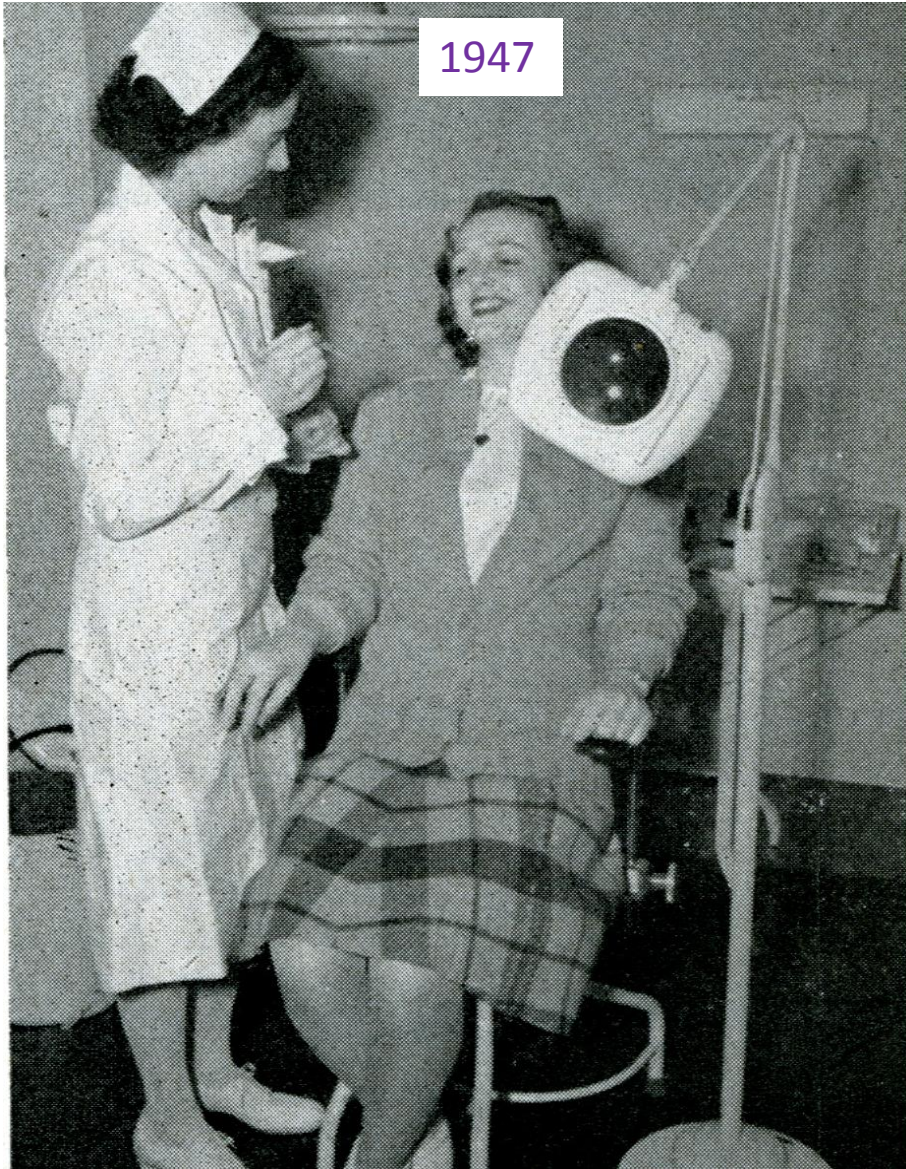
A Strategic Role for On-site Medical Clinics

Victor M. Brugh, II, MD

Medical Director

Federal Reserve Bank of Richmond

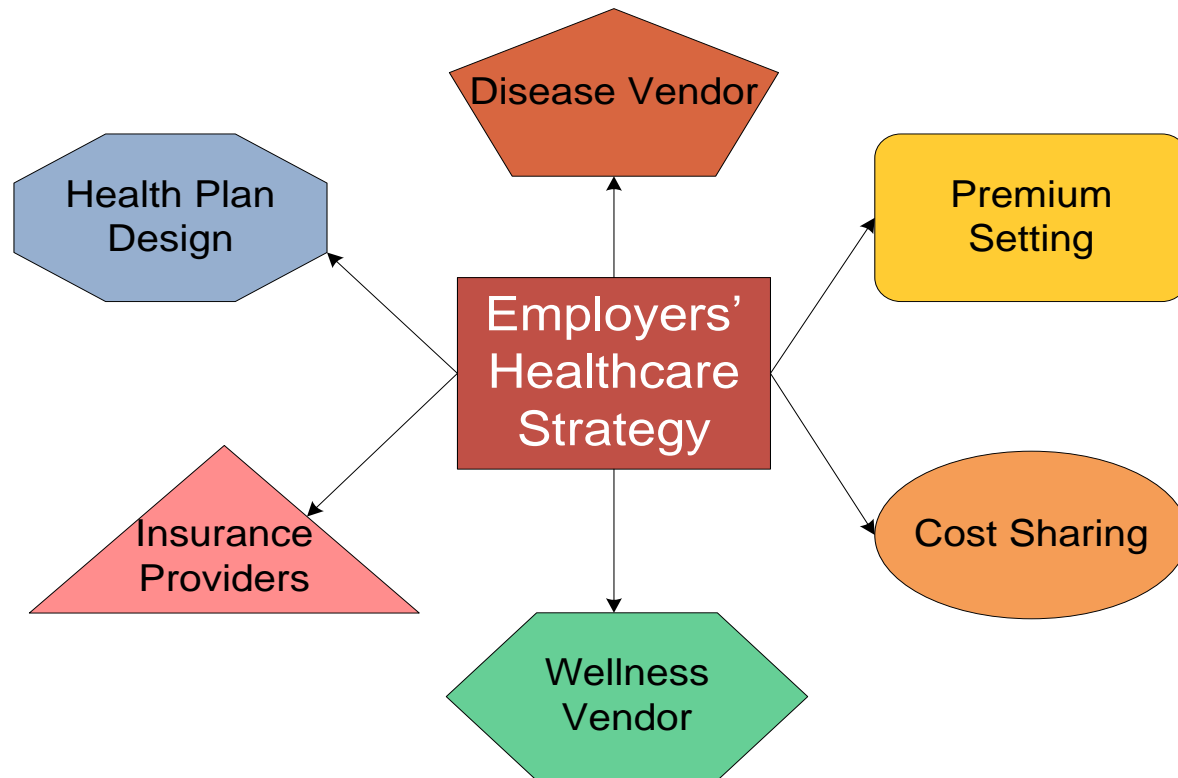
Welcome to Health Services



Senior management wants an effective & efficient healthcare strategy



Employers' healthcare strategy is built around things they can influence



Healthcare providers are not typically part of employers' strategy



On-site medical clinics help businesses reach their healthcare strategic goals



Approach developing a strategically integrated clinic with four steps



Determine the clinic's strategic roles

Reducing healthcare costs



Increasing productivity

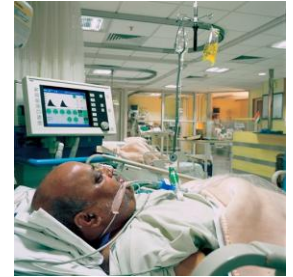
Being an employer of choice



Promoting wellness

Develop services and programs to meet your strategic needs

High risk patient programs



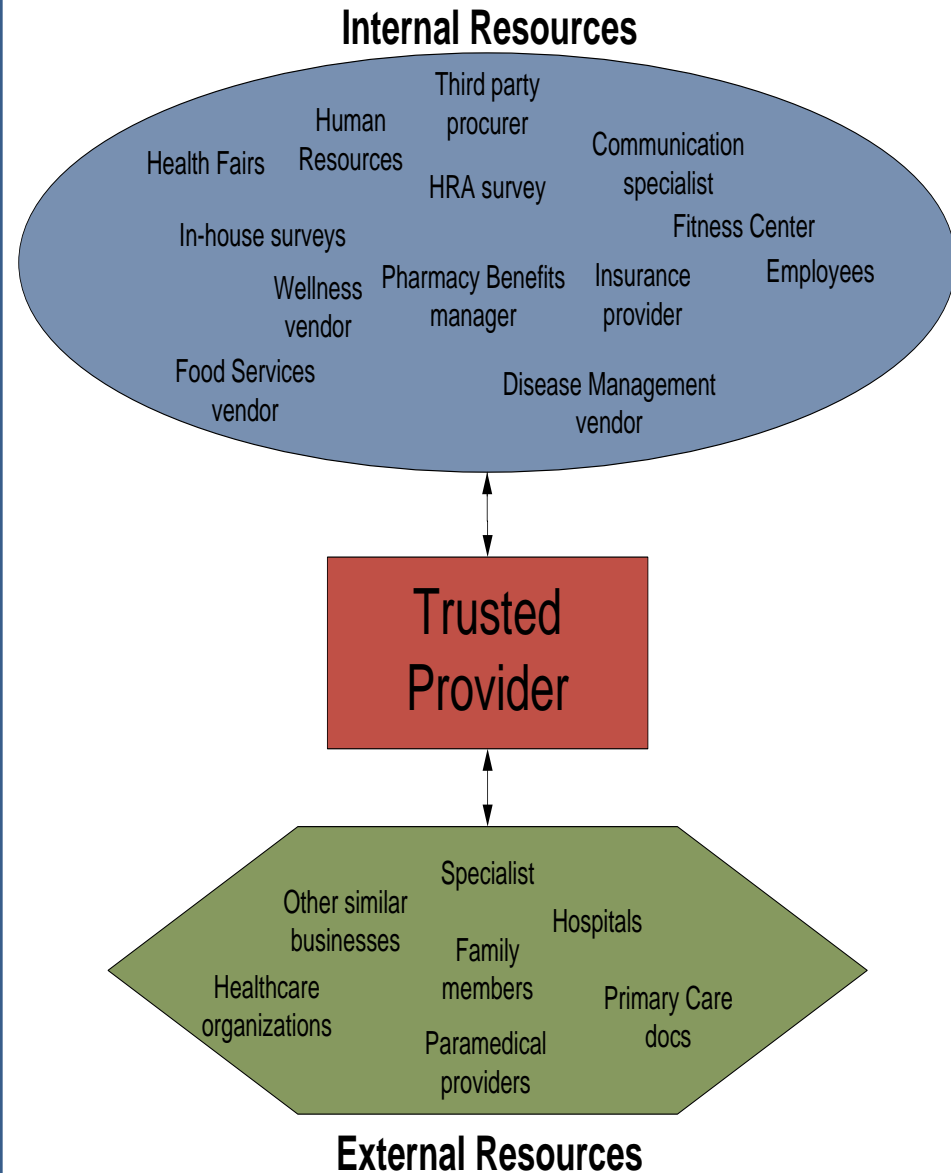
Drug cost control programs

Medical information
communication programs



Wellness & fitness programs

Use institutional knowledge and medical relationships

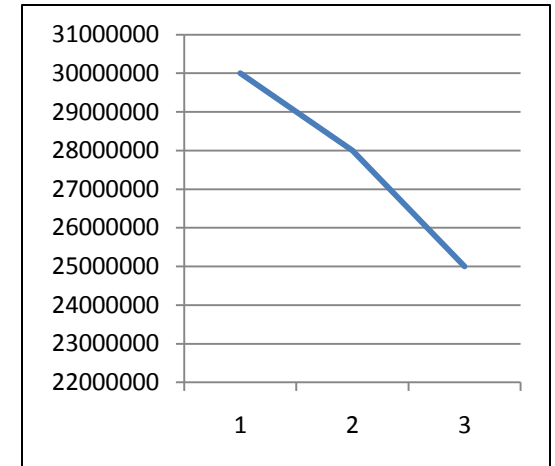


Monitor the clinic's measures of success

Overall costs

High-dollar
claims

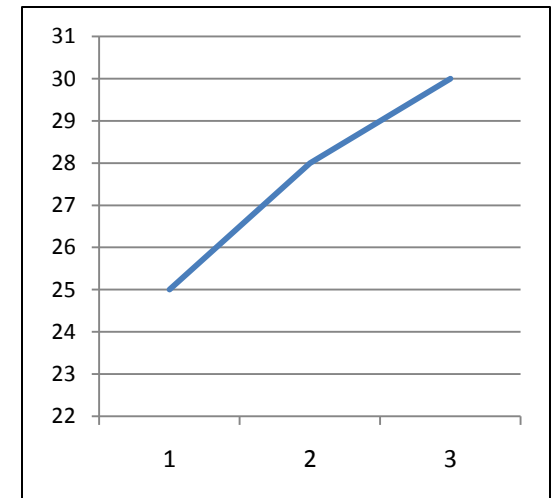
Drug costs



Employee
satisfaction

Quality of
care

Preventative
services



Contact Information

Victor.Brugh@rich.frb.org

804.697-8407