

Needs-Based Segmentation Outline for Healthcare Services

1. Objective

- Define the purpose and goals of segmentation
- Align segmentation approach with healthcare service objectives

2. Identify Segmentation Criteria

- Patient health needs and conditions
- Service utilization patterns
- Healthcare outcomes and preferences
- Demographic and behavioral factors (as supportive data)

3. Data Collection

- Gather relevant clinical, demographic, and behavioral data
- Leverage electronic health records, surveys, and other sources

4. Segment Definition

1. List and describe each segment based on distinct healthcare needs
2. Provide characteristics and illustrative examples for each segment

5. Segment Prioritization

- Assess segment size and impact
- Evaluate alignment with organizational objectives
- Determine feasibility for targeted interventions

6. Service Tailoring

- Outline tailored healthcare approaches for each segment
- Address care coordination, communication, and intervention types

7. Implementation Plan

- Develop actionable steps for deploying segmented services
- Assign roles, responsibilities, and timelines

8. Evaluation and Revision

- Establish key performance indicators for each segment
- Create feedback loops for ongoing refinement