



# 2023-2024 Respiratory Season Outlook: Forecasting Patient Demand to Inform Strategy



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# Today's Agenda

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Introduction &  
Context

2

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Strategy

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2023-2024  
Respiratory  
Season Outlook

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Live Q&A





# Introduction & Context



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# Flu season



Flu season is an annually recurring  
of outbreaks of  
of th

# Understanding the Landscape of Respiratory Seasons Past

## 2009: The Swine Flu Outbreak

- Caused by the H1N1 type A influenza variant. **The CDC reports that there were 60.8M cases, 274.3K hospitalizations, and 12.5K deaths.**
- 477 lab confirmed pediatric deaths were reported on the last CDC released report, which is estimated to be low.

## 2017-2018: The Flu Season No One Saw Coming

- This season resulted in an estimated **41M cases, 710K hospitalizations, and 80K deaths from influenza**, with predominant strain H3N2.
- The previous high for flu season deaths since the Spanish Flu was 56K, dating back more than 30 years.
- Flu season was exacerbated by a **shortage of IV bags caused by a plant closure in PR following Hurricane Maria.**

## 2019-2022: Flu Becomes a D-List Celebrity Virus

- A slow flu season in 2019-2020 collided with the shut down of the world in March of 2020.
- 30K deaths from influenza occurred between 2019-2022, combined. Only 5K were from 2021-2022.
- In stark contrast, **there were 1.14M deaths involving COVID-19 from 2020-2022.**

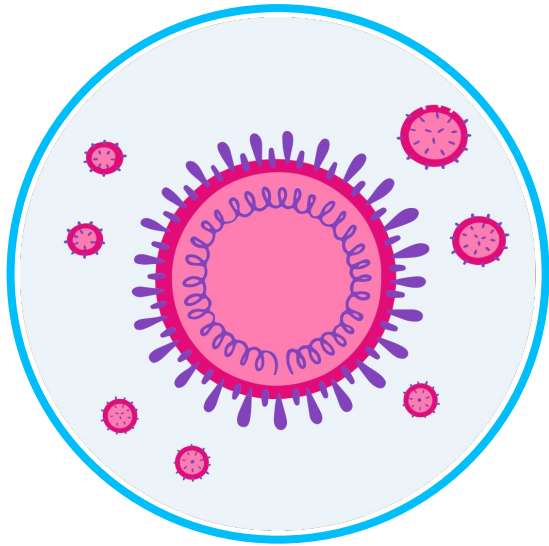
## H1 2023: The Tripledemic Wind-Down

- Early in 2023, the nation **wound down the ‘Tripledemic’ of RSV, Flu, and COVID-19.**
- 46K deaths involving COVID-19 occurred this calendar year.
- Case counts of COVID-19 remained low until recently.

*Source: The Centers for Disease Control*



# Key Factors that Can Impact Respiratory Season Demand



Evolving Pathogens  
and Variants



Weather and  
Environmental Factors



Cost Conscious  
Healthcare Consumers



Competition and  
Access



# Data Informed Strategy



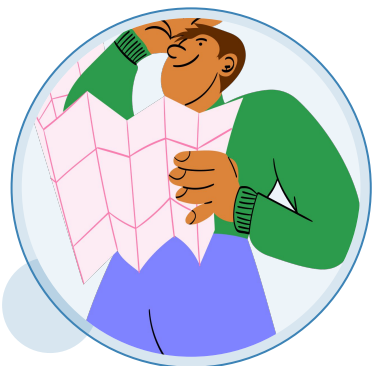


# Use Respiratory Season Forecasting Data to Project:

- 1 Required Clinic Resourcing
- 2 Supplies
- 3 Software Costs
- 4 RCM Fees & Labor Costs
- 5 Service fees
- 6 Recognition and Incentives
- 5 Cashflow
- 6 Leadership bandwidth



# Your Local Data Pulse: Respiratory Season 2023-2024



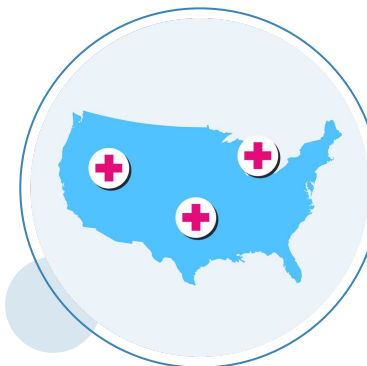
## Predictive Demand: Online Healthcare Consumer Activity

Google Trends  
Google Analytics (GA4)  
Solv BPE's



## Actual Demand: Volume, Traffic, and Case Activity in Your Clinic(s)

**Volume:** Total, Avg/Hour, Avg/Provider, by TOD  
**Volume by Count of:** Visit Reasons, Diagnosis Codes, Procedure Codes, No shows, Cancellations  
**Throughput:** Wait Time, D2D time, provider caseload/hour, charts on hold, charts not locked.



## Confirmative Demand: Respiratory Activity in Your Region

Local health department  
School Districts  
CDC (drill down to your county)



# Tracking Data: What, When, and Who?

## 1. Data evaluation in volatile seasons:

- a. **Daily:** All leadership
  - i. **Clinic Manager, Clinic Team:** Clinic volumes (including cancellations and no-shows), wait times, door-to-door (D2D) times, patient feedback scores (online reviews, NPS), high utilization supplies
  - ii. **Medical Director, Providers:** Evaluate number of open/incomplete charts per provider, patients seen per hour
- b. **Weekly:** All leadership
  - i. Evaluate volumes, staffing to patient ratios, and supply utilization to make adjustments to thresholds.
  - ii. **Marketing:** Provide a summary of any changes in online traffic trends and booking patterns.
- c. **Monthly:** All leadership
  - i. Evaluate profits & losses, reconcile.
  - ii. Audit front desk patient record input accuracy: demographics, insurance, patient responsibility collections
  - iii. Educate and empower staff on performance. Reward when appropriate.
  - iv. Empower all staff with the reasons for data-based decisions

## 2. Define a flag system for your data:

- a. **Red** flags require immediate action
- b. **Yellow** flags can wait until the following evaluation period or collaboration from cross functional stakeholders
- c. **Green** flags should be recognized for morale and operational rigor excellence

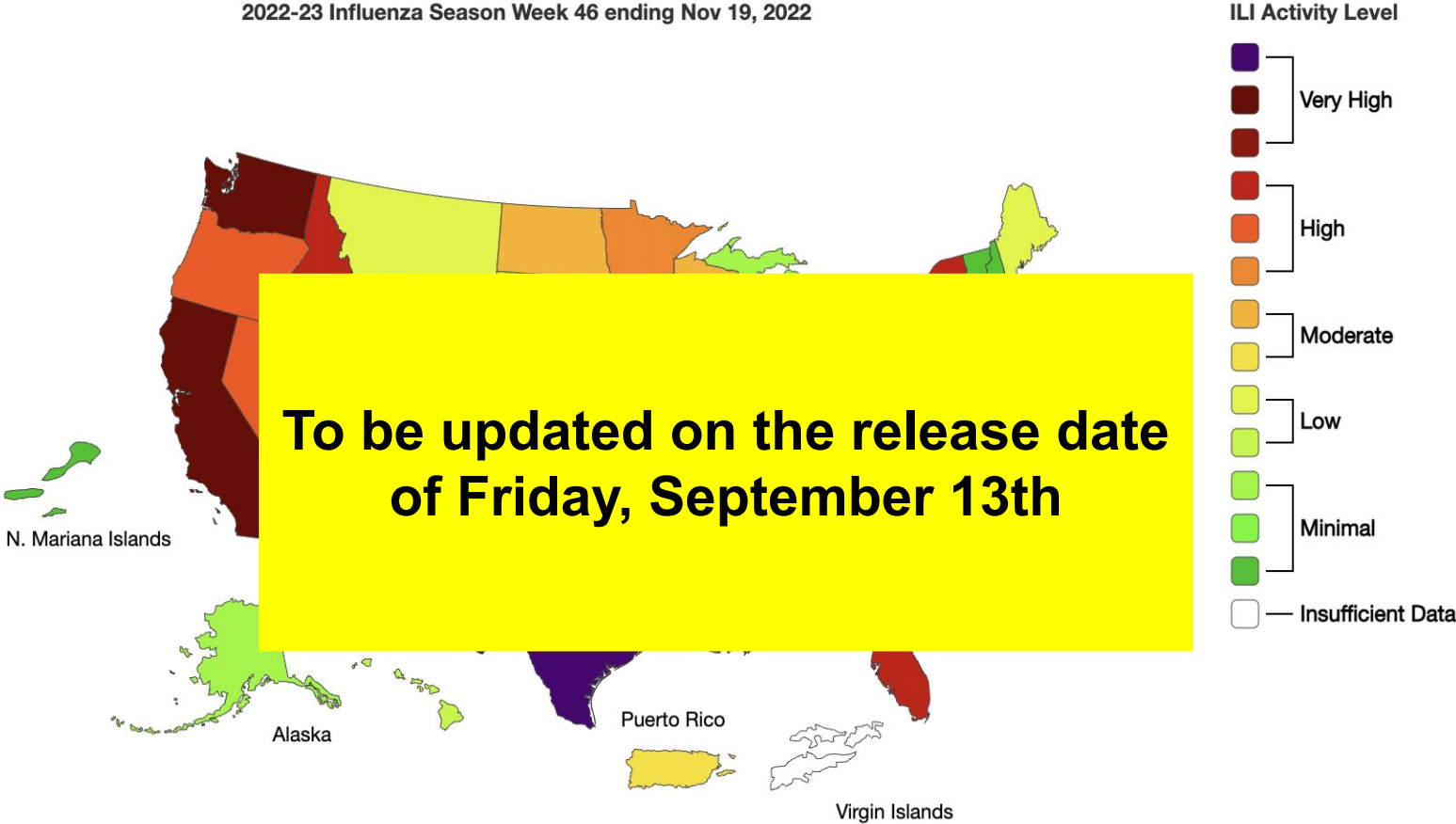




# 2023-2024 Respiratory Season Outlook



# The CDC's ILI FluView: At Least 7 Days Behind



verywellhealth

NEWS - HEALTH NEWS

## How Bad Will Flu Season Be This Year?

By Claire Wolters | Updated on September 18, 2022 NEW

Fact checked by Heather Mercer

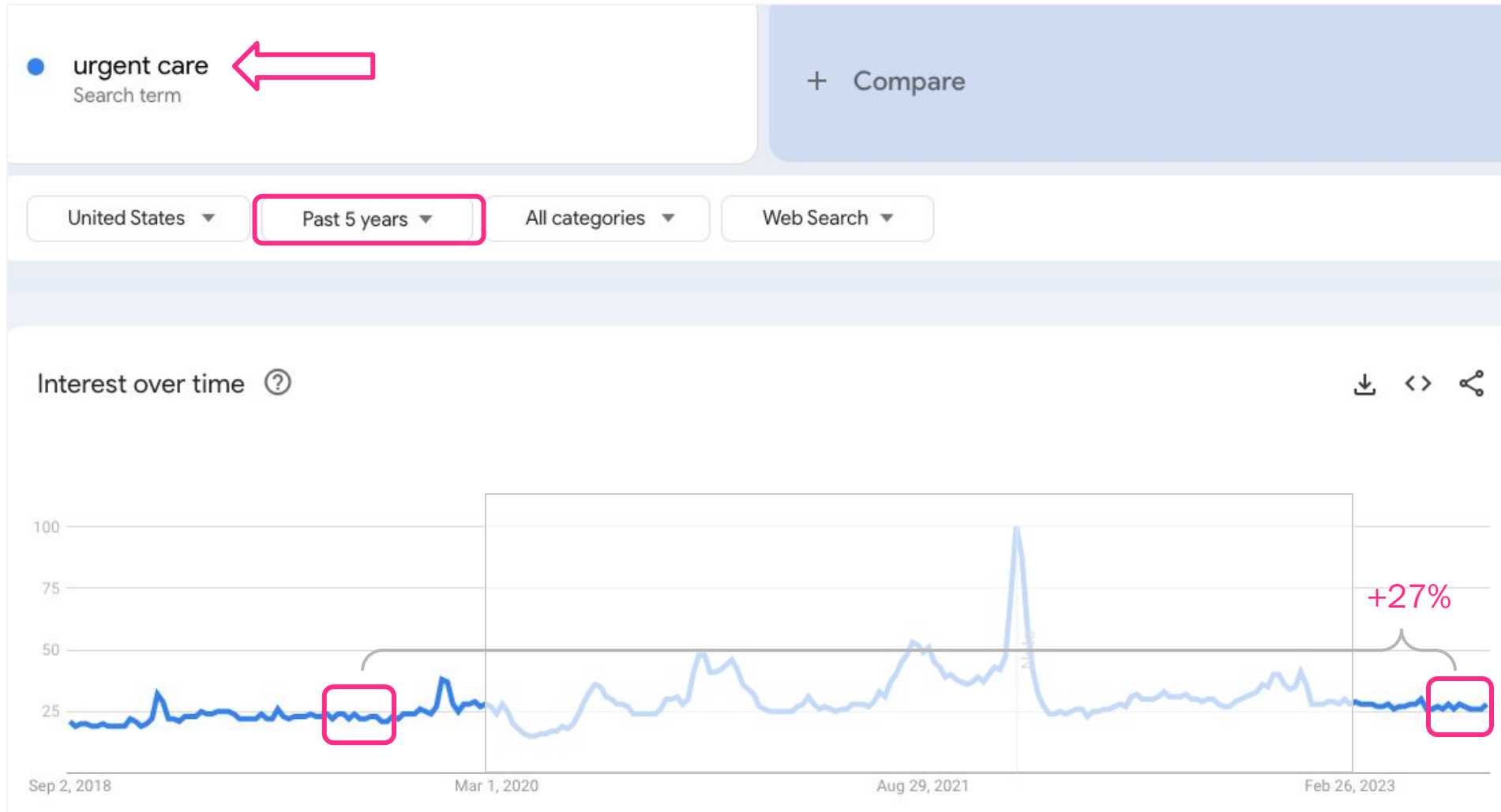
Grace Cary / Getty Images

### Key Takeaways

- U.S. flu season typically peaks in February, but some states are already logging cases in September.
- Southern Hemisphere countries like Australia experienced particularly bad flu seasons this year.



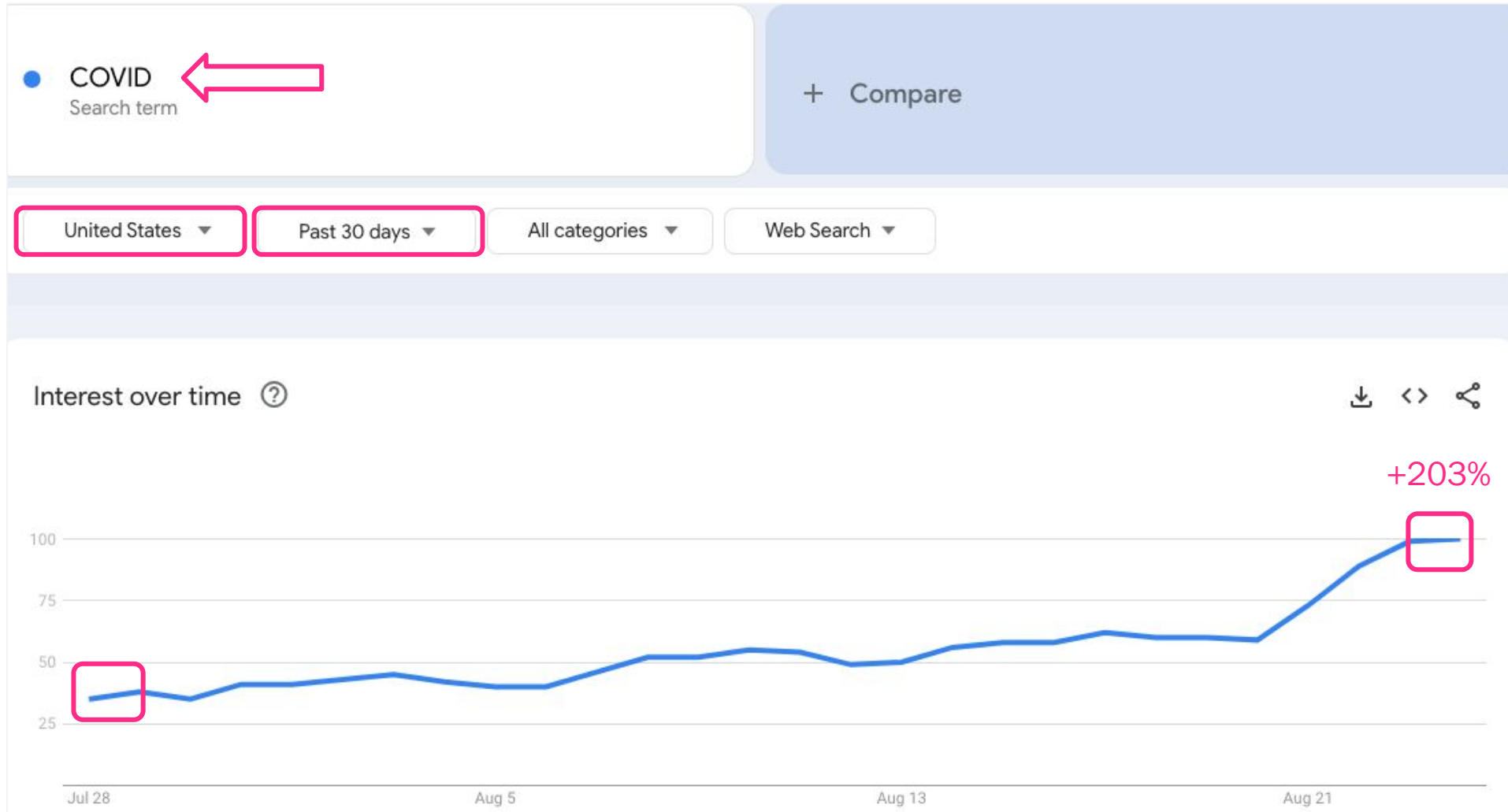
# Forecasting Patient Demand



Source: Google Trends

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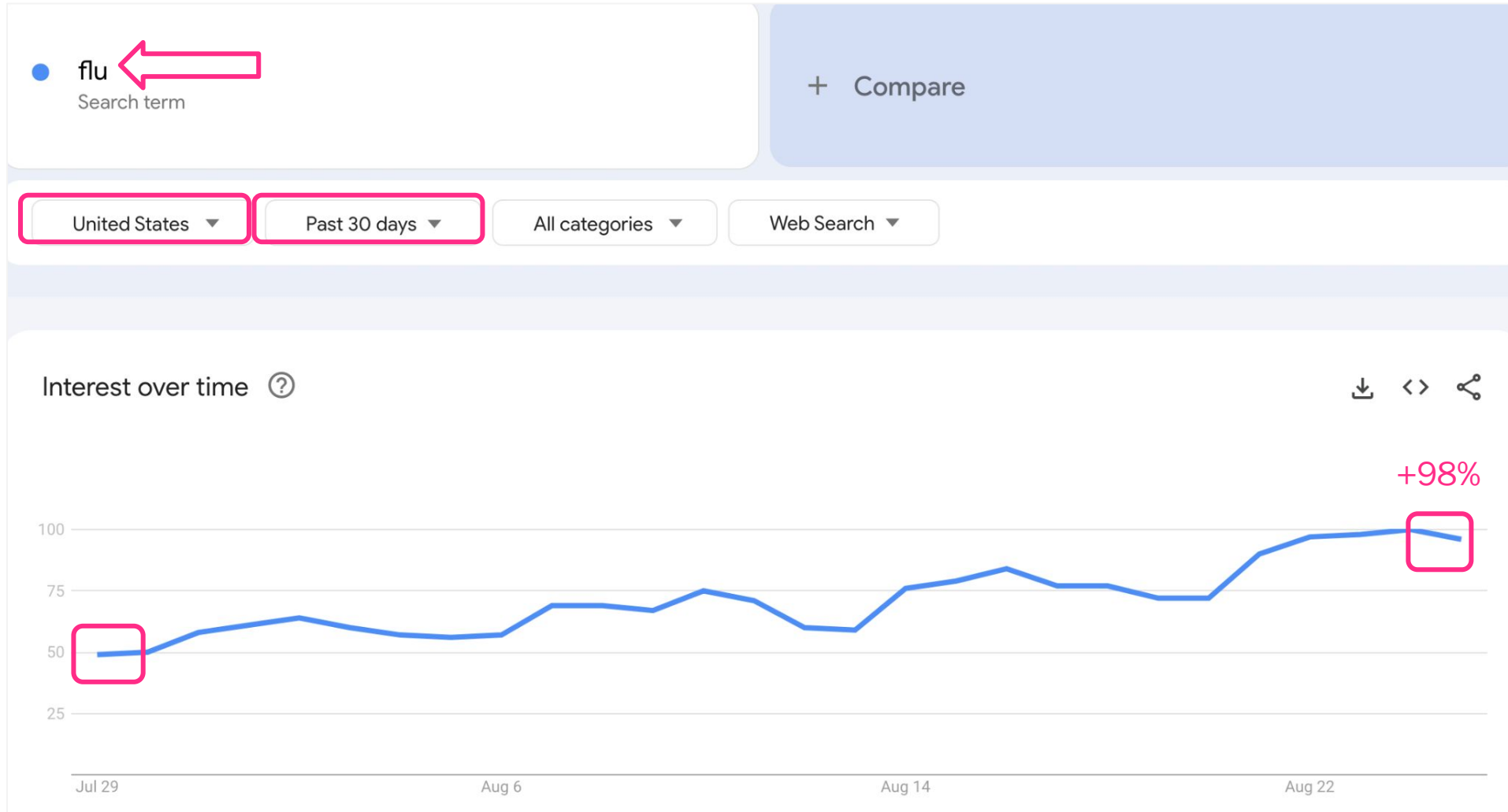
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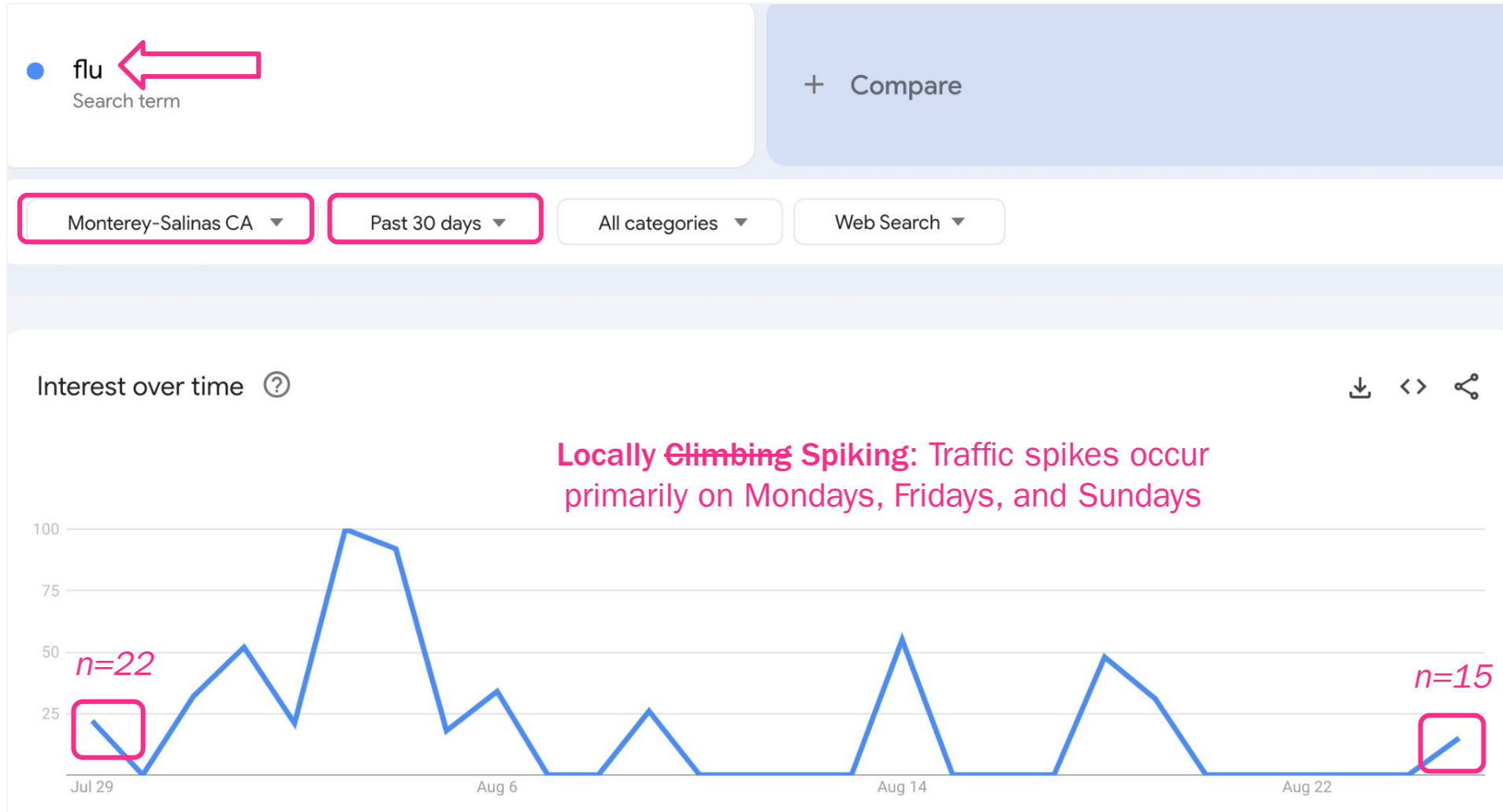


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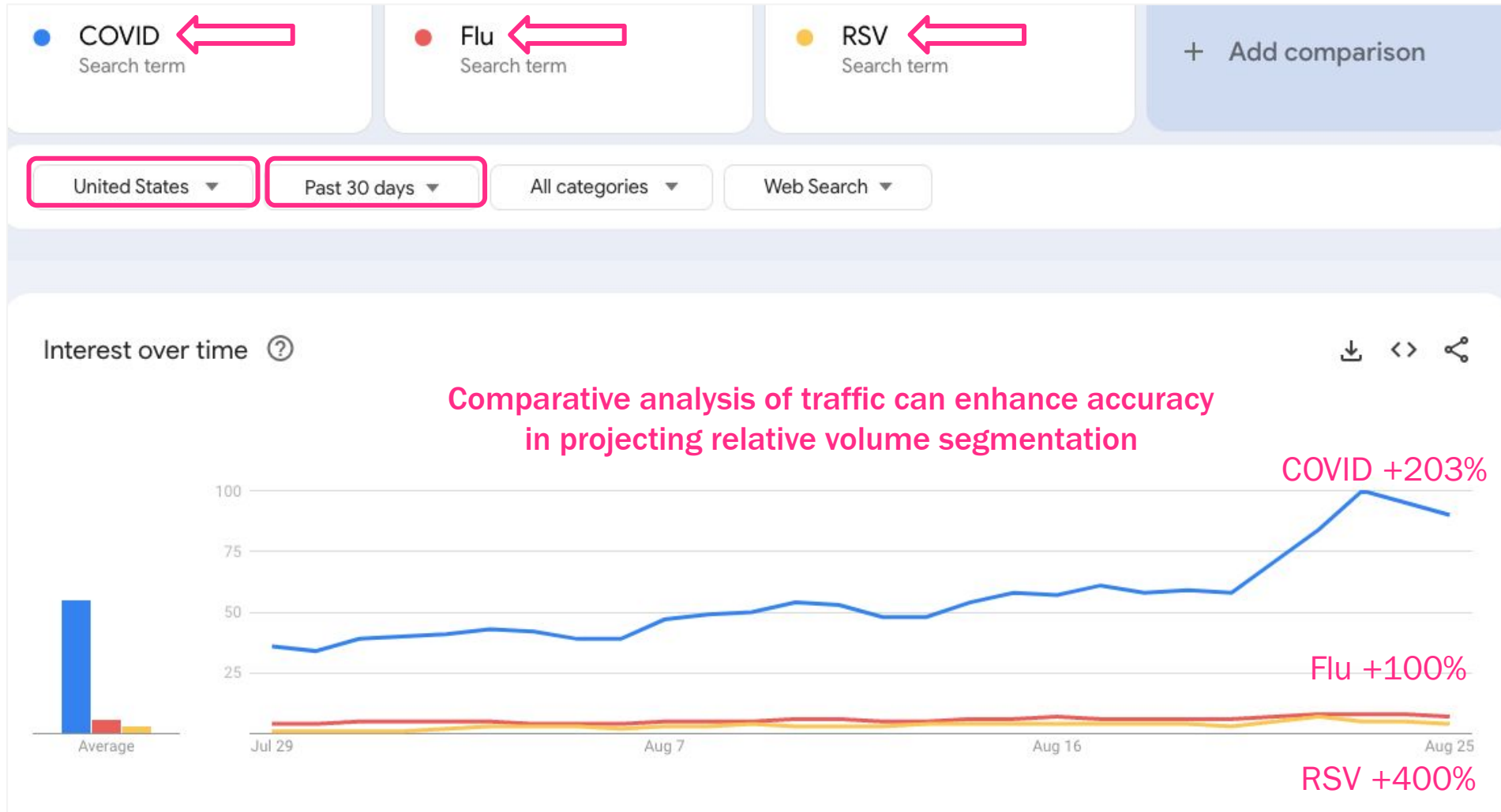


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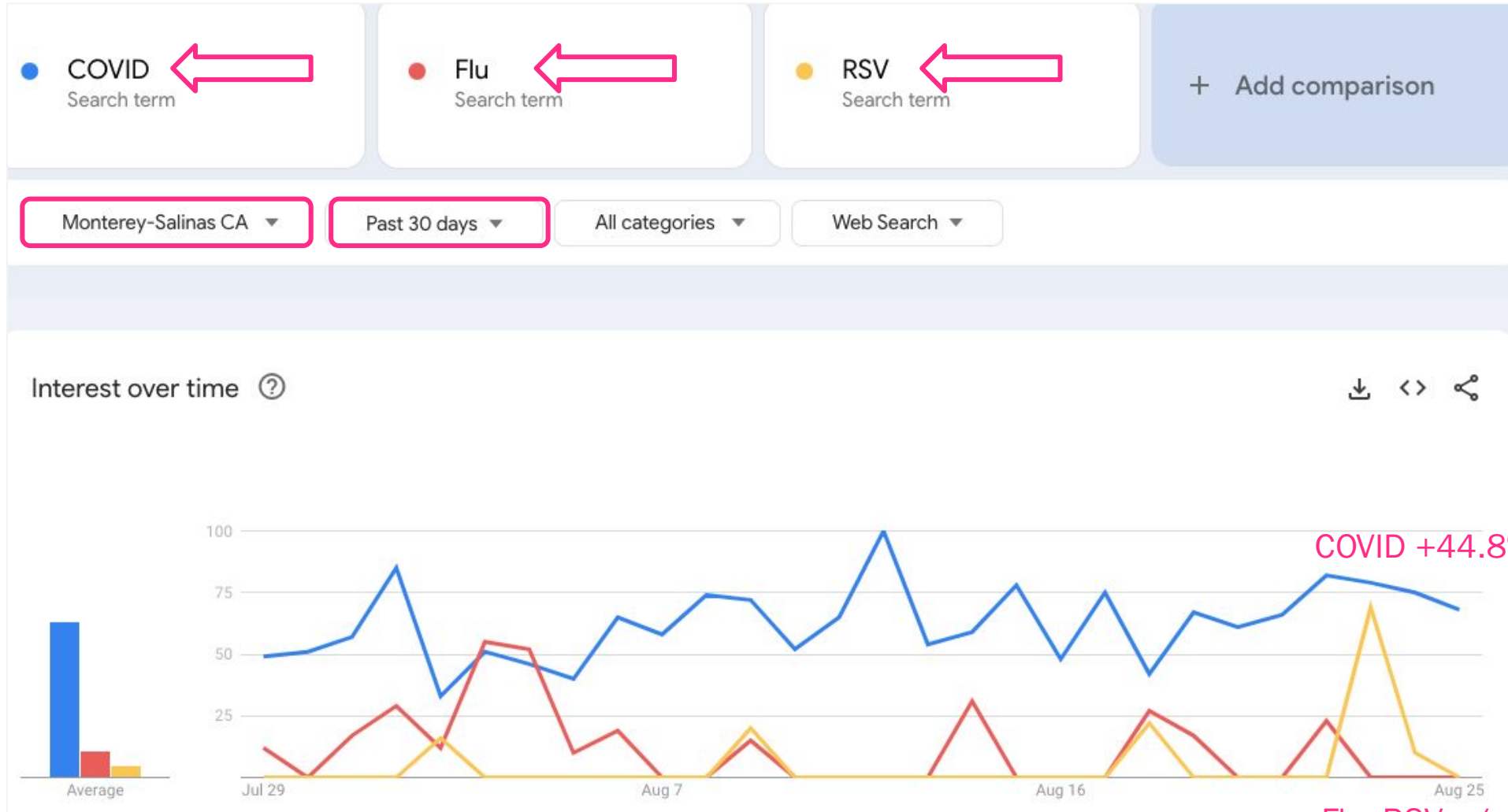
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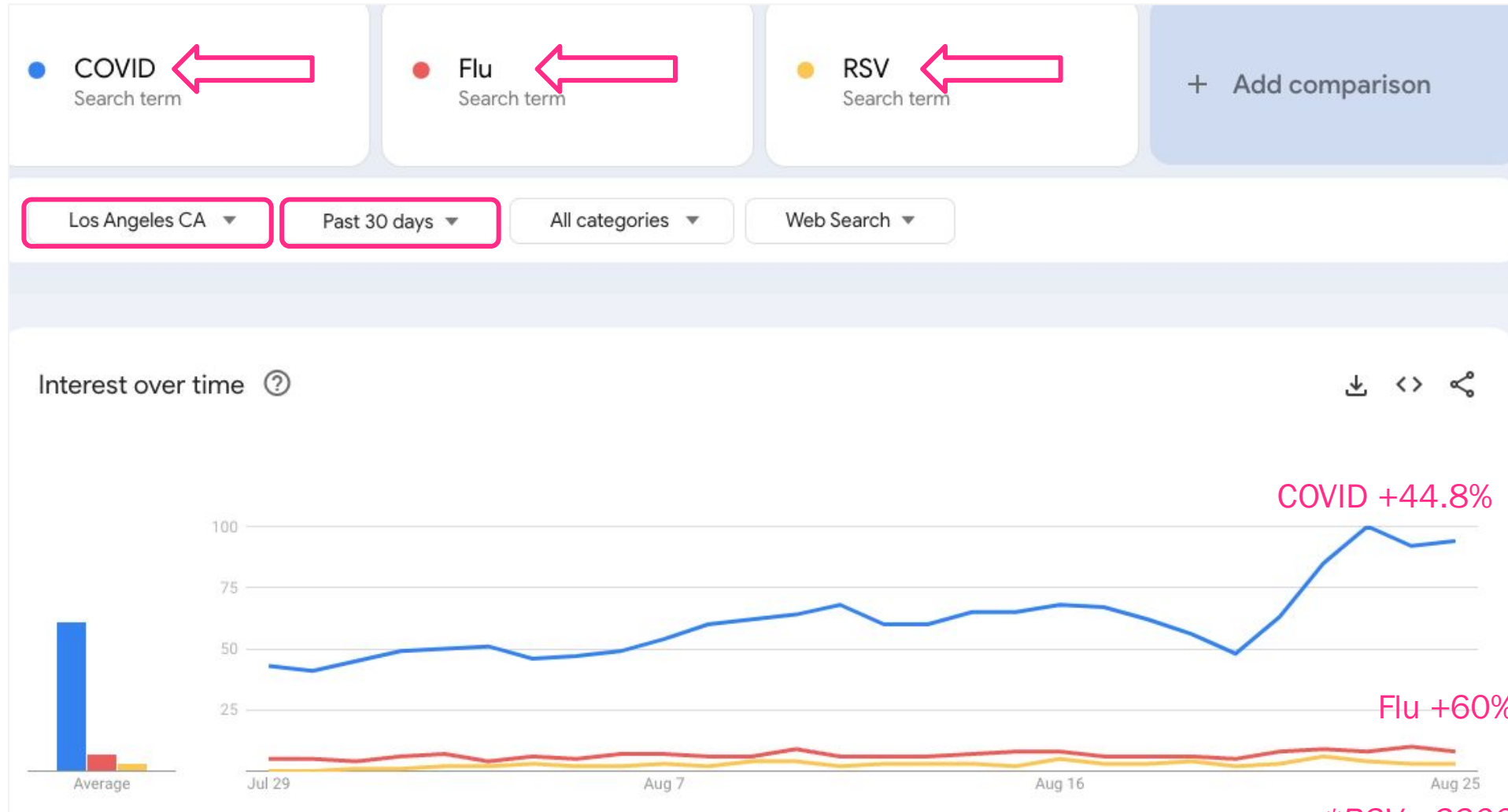
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# Forecasting Patient Demand



Source: Google Trends

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# Actionable Data Example: Develop a Known Staffing Plan

Add or subtract staff to a shift after a 7-14 day lookback period.

Patients/Hours	Staff
0 - 2.9	Provider, Front Office MA, Back Office MA/Tech
3.0	+2nd MA/Tech
4.5	+3rd MA/Tech
5.0	+Provider (½ Day)
6.0	+Provider (Full Day)





# Key Takeaways



# Key Takeaways

## Forces at Play

### **Economic, Environmental, Pathogenic, Political**

When a combination of these forces come together, it can be detrimental to our nation's health and UCC's business health. Resilient UCC's are cost effective, convenient, and accessible.

## The Local Pulse

### **Predictive, Actual, and Confirmative Demand**

Leverage predictive demand from healthcare consumer intent, actual demand in your centers, and confirmative demand from ILI activity in your region to inform strategy and decision making.

## Online Traffic

### **Forecast Healthcare Consumer Intent**

Accurately forecast healthcare consumer intent to visit your UC with local online traffic data, proportional to your patient volume, and relative to other seasonal symptoms/services.

## Actionable Insights

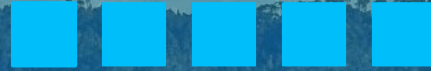
### **View and Action on the Correct Data**

Leverage forecasting data on a daily, weekly, and monthly basis with your management team to inform your seasonal operations, including staffing, recognition, and cashflow.





# Live Q&A





# Thank You!

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