

# MARKET ASSESSMENT



An in-depth analysis of the health care needs and demands of your center's community.



As part of an ongoing strategic planning process, most health centers consider their opportunities for growth. Quantifying these opportunities is an important step in any successful effort to expand a center's reach into a community it seeks to serve and requires a complete analysis of your market. Capital Link's market assessment process helps health centers evaluate any current or future markets and determine the potential for expansion.

The Market Assessment uses the following techniques:

- An interactive presentation that guides a discussion with health center management and board members to determine the intent of the market assessment for that health center
- As a follow-up to the initial discussion, Capital Link staff will perform research that will provide data on demographics, economic outlook, medical needs of the service area, competition, opportunities for growth, estimating future demand
- An analytical presentation of the findings that discusses how the market research relates to strategic objectives and expansion plans
- Written documentation, including an executive summary recapping the research and interactive discussions, supporting data and presentations

Contact us for a consultation:

[www.caplink.org/consultation](http://www.caplink.org/consultation)