



Simple But Powerful Solutions That Produce Results

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Narrow Your Organization's Focus to Create Competitive Advantage

Dear Colleague,

Continuing with our central theme: Focus + Execution + Leadership = Results, in this issue of Simple But Powerful Solutions That Produce Results we suggest you: **Narrow Your Organization's Focus to Create Competitive Advantage.**

Few healthcare organizations can afford to be all things to all people. For most organizations, **a better strategy is to choose a unique value proposition that will attract and retain the customers they wish to serve.**

Like their business counterparts, healthcare organizations can create sustainable competitive advantage and indispensability by *creating and delivering distinctive value to carefully chosen target customers.*

However, many healthcare organizations try to succeed by doing just the opposite. They attempt to serve the broadest market possible, employing a variety of sometimes conflicting and often unsustainable tactics aimed at attracting a wide range of customers with varying needs and requirements.

Given finite resources, how can a healthcare organization deploy its resources to advantage when everyone else is trying to do the same thing?

The simple concept of a *unique value proposition offers the possibility of a focused approach* to achieving sustainability. The concept recognizes that the strategies, tactics, and investment requirements for an organization that wants to succeed primarily through innovation and the provision of limited-volume, often expensive referral services are very different from those required of organizations that must be high-touch or low-cost providers to succeed in their markets. It's an easy concept to conceive, but a hard one to deliver.

Read more about how the strategies used by market leading companies to achieve competitive advantage might help you. Click on "**Narrow Your Organization's Focus to Create Competitive Advantage**" the featured article in the **May/June Issue** of **SPECTRUM** published by the Society for Healthcare Strategy and Market Development® on our website: www.hhadvisors.com