

Southeast Georgia Health System
Business Plan
for the Fiscal Years Ending April 30, 2013 - 2016

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SOUTHEAST GEORGIA
HEALTH SYSTEM

PHYSICIAN DEVELOPMENT PLAN
For the Fiscal Year Ending April 30, 2014

Objective	Activities
Establish a Physician Development Plan for Southeast Georgia Health System.	Establish a Physician Development Plan that assures the availability of appropriate medical specialties within our primary and secondary markets based upon community need as evidenced by strategic planning data.
Recruit the appropriate medical staff specialties identified through the community needs assessment and approved by the Glynn-Brunswick Memorial Hospital Authority.	Develop a business plan and an estimate of the financial support projected to be provided by Southeast Georgia Health System. <i>Annual recruiting costs - \$450,000</i>
Insure that all physician recruitment efforts comply with relevant statutory and regulatory laws.	Establish and periodically review and revise recruiting and compensation guidelines in order to comply with any changes in applicable laws and regulations.
Work with the existing Medical Staff members to anticipate practice expansion plans or forthcoming retirements in order to maintain the appropriate level of services in the community.	<ul style="list-style-type: none"> ○ Survey the Medical Staff on an ongoing basis to assess practice expansion needs or anticipated retirement plans. ○ Review the physician need requirements and related availability on an ongoing basis to identify current or future unmet needs. ○ Identify other opportunities to assist practices with physician recruitment as needed.

Objective	Activities
Work closely with the Medical Staff office to communicate relevant information on physician credentialing process.	Continue contact with the Director of Medical Staff Services.
Develop and implement a program designed to enhance Medical Staff loyalty to the Health System and to contribute to Medical Staff retention within the communities we serve.	Provide support and gain performance feedback from physicians through the efforts of the Director, Physician Services.
Develop specific recruitment plans to meet current and anticipated community needs for medical specialties on all campuses.	<p>We anticipate the recruitment of physicians in the following specialties:</p> <ul style="list-style-type: none"> ○ Brunswick Service Area <ul style="list-style-type: none"> ● Family Medicine* – 2 FTE ● Pediatrics* - 2 FTE (Community Care Center and St. Simons Pediatrics) ● Endocrinology* – 1 FTE ● Neurology* – 1 FTE ● Neurosurgery* – 1 FTE ● Hospital Medicine* – 5 FTEs ● Gerontology – 1 FTE ● Gastroenterology – 1 FTE ● General Surgery – 1 FTE ● Physical Medicine & Rehabilitation or Pain Management – 1 FTE ● Urology – 1 FTE ○ Camden Service Area <ul style="list-style-type: none"> ● Pediatrics* - 2 FTE ● Family Medicine* - 2 FTE ● Internal Medicine* - 2 FTE ● Orthopaedics* - 1 FTE ● Gastroenterology – 1 FTE <p>* Need remains from the 2013 fiscal year Physician Manpower Plan.</p>