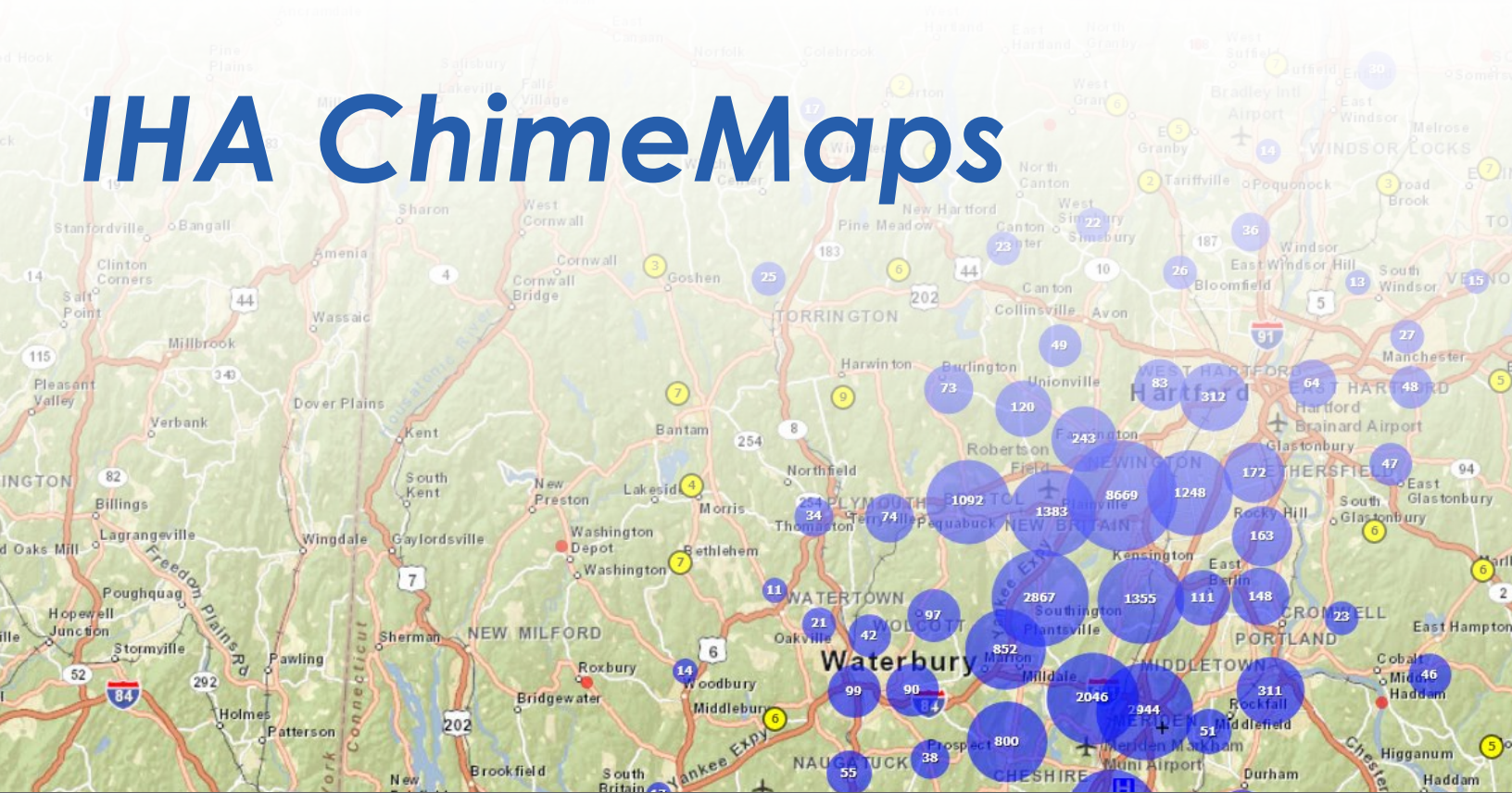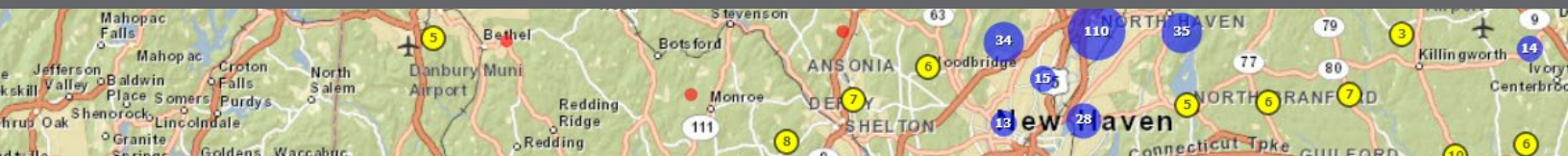# IHA ChimeMaps

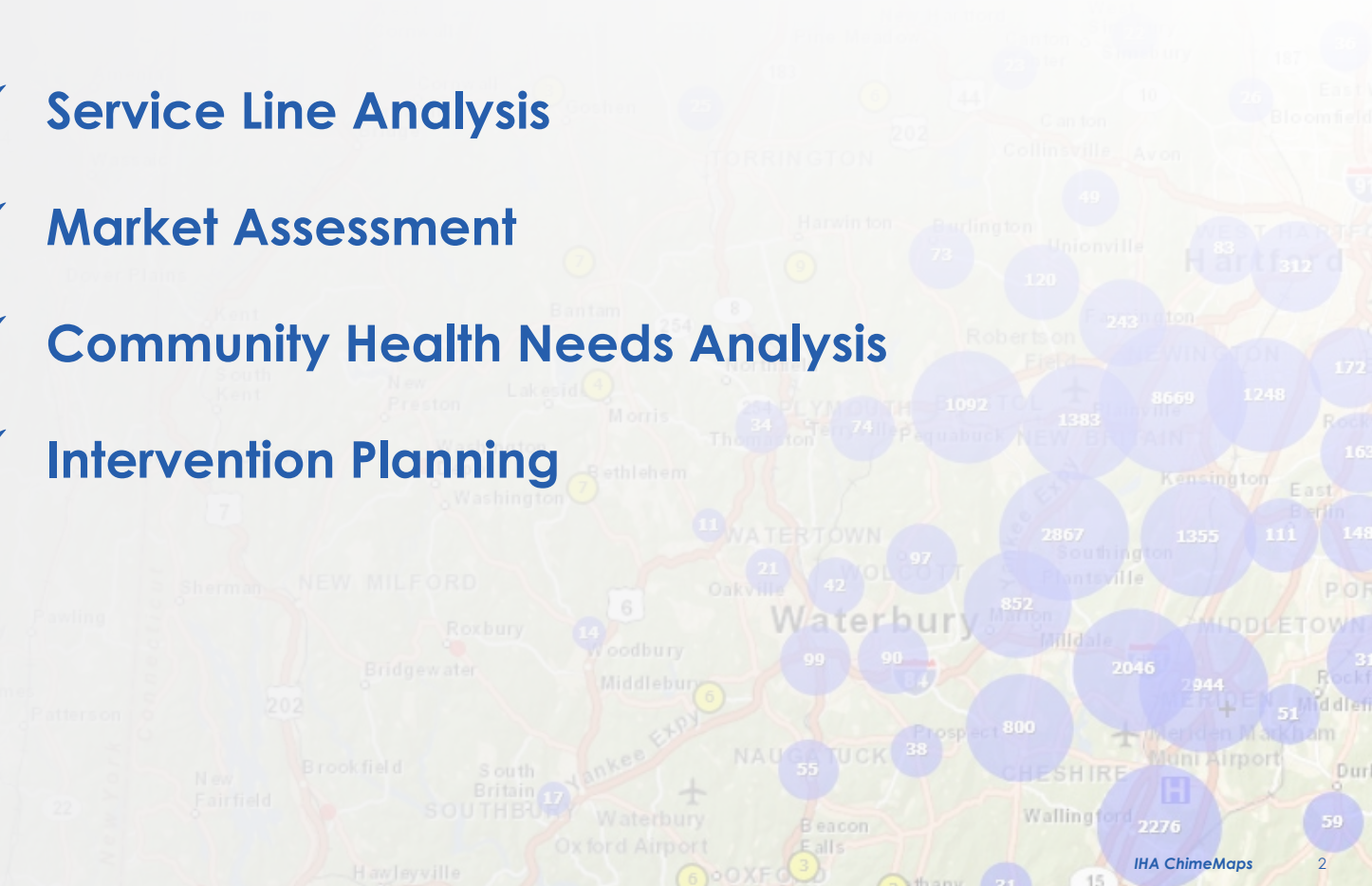**An innovative geo-solution that uses advanced mapping techniques to provide actionable insights based on hospital, health, and population data.**
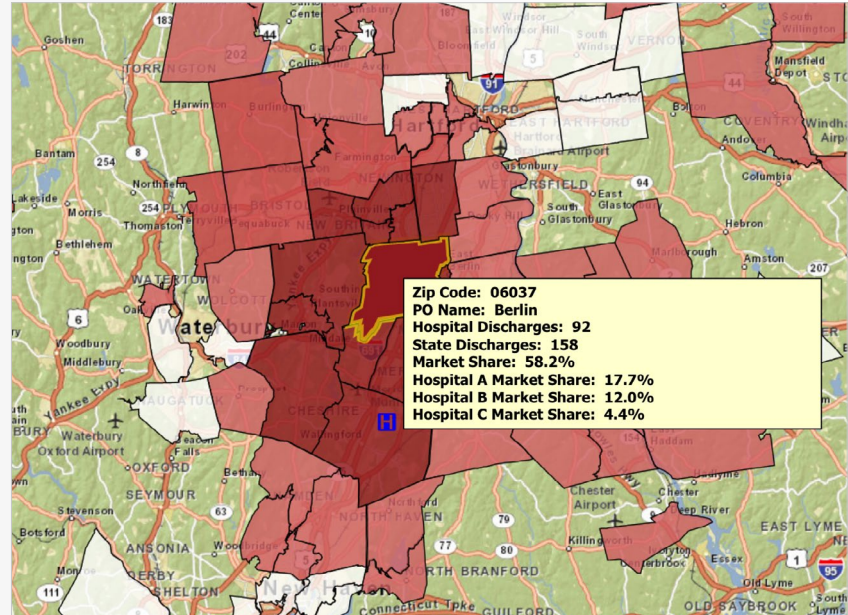
What *IHA ChimeMaps* can do for you:

✓ **Service Line Analysis**

✓ **Market Assessment**

✓ **Community Health Needs Analysis**

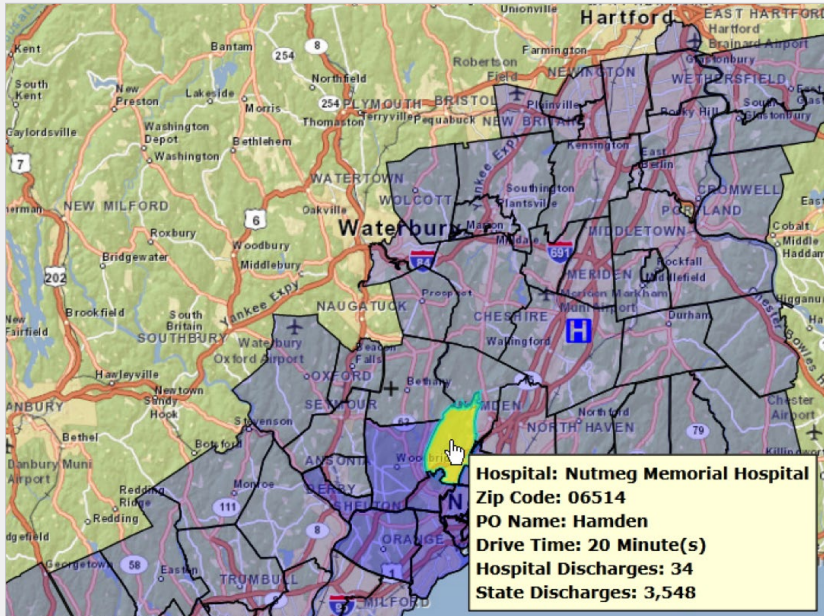✓ **Intervention Planning**

Service Line Analysis

- **Analyze mapped patient utilization for hospitals, health systems, and the state at the zip code level by service line.**

- **View your own patient encounters at the street address level, allowing for more granular maps of neighborhood-level patient utilization by service line.**

- **Plan for the expansion of specific service line operations to particular geographies based on areas of high utilization and locational demographics segmented by age, race, and income.**

Zip Code: 06037
PO Name: Berlin
Hospital Discharges: 92
State Discharges: 158
Market Share: 58.2%
Hospital A Market Share: 17.7%
Hospital B Market Share: 12.0%
Hospital C Market Share: 4.4%

Market Assessment

Hospital: Nutmeg Memorial Hospital
Zip Code: 06514
PO Name: Hamden
Drive Time: 20 Minute(s)
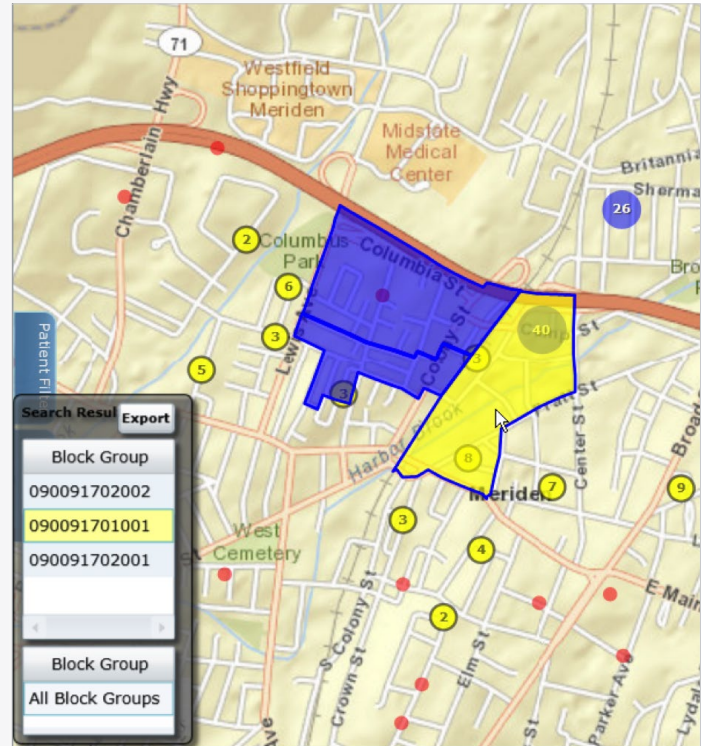Hospital Discharges: 34
State Discharges: 3,548

- **Evaluate your service line market shares by zip code.**

- **Compare your market shares against other hospitals and health systems, while layering the results with demographic and socioeconomic measures.**

- **Compare your market shares by zip code with area-based measures such as population projections.**

- **Assess market performance, anticipate emerging trends, and plan for increases or decreases in utilization within certain geographies.**

Functionality:

The left-click functionality enables users to easily navigate the application and save existing work on secure servers, print maps, or export maps as images. This functionality makes it easy for hospitals to access data-informed maps for use within research publications, presentations, and communications.
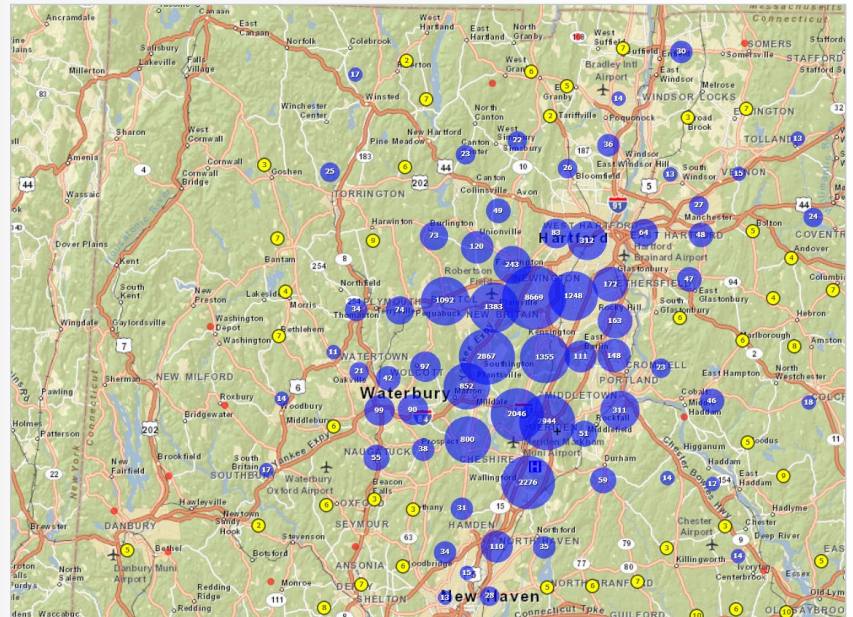
Community Health Needs Analysis

- **Conduct community health needs assessments (CHNAs) in near real time.**

- **Select patient encounters for specific health disparity indicators, identify high frequency users by patient setting, and extract demographic and socioeconomic measures in targeting areas of need.**

- **Receive near real-time data that illustrates the true burden of health issues in the community.**

- **See data including statewide comparisons in an easy-to-understand format.**

- **Develop prevention activities and education outreach for specific areas as part of the community health implementation plan.**

Intervention Planning

- **Target interventions to high-risk neighborhoods based on clusters of patients with specific health conditions such as heart failure, asthma, or diabetes.**

- **Reduce readmissions and improve community health, and measure success through near real-time metrics.**

Contact Us:

For more information or to schedule a demonstration, please contact Sara Hayes, Senior Director, Information Center, Iowa Hospital Association at hayess@ihaonline.org or (515) 288-1955.

An IHA/CHA Collaboration