



500 S. Main Street, #900
Orange CA 92868

EMPLOYMENT OPPORTUNITY 03/03/10

Job Title/Job Code	Senior Planning Analyst: Job Code 130300
Department	Strategic Implementation
Reports to:	Sr. Vice President, Strategic Services and Director, Market Research and Planning
Position Summary	<p>Supports the Sr. V.P. and Department Directors in product / service line development projects. Assists service line managers at the entities to collect, analyze and interpret information from primary and secondary data sources.</p> <ol style="list-style-type: none"> 1. Analyzes and interprets data on established and prospective customers and on competitors to determine market opportunities. Assists the Senior V.P. and Director, Planning and Market Research to develop, implement and evaluate business plans for SJHS entities. Coordinates components of market research as they contribute to strategic planning processes for SJHS entities. 2. Uses internal and external sources of information to track market data such as service utilization, demographics and psychographics to determine the needs and wants of target markets and develops plans to satisfy them through the design, communication, and delivery of appropriate and competitively viable services. 3. Periodically analyzes SJHS entities SWOT to reveal opportunities to enhance existing services and to introduce new service to counter competitive market forces. Tabulates patient data, including range of services and utilization data by various classifications. Identifies key variables affecting patient volume and consumer choice of provider. 4. Develops projections of potential current and future demand for new services. 5. Develops maps using ArcGIS software that portray population growth, market share and other market dynamics utilizing data from the ESRI database as well as other sources as necessary. 6. Analyzes and estimates market share of SJHS and its competitors, including other area hospitals and alternative delivery sites, such as surgicenters, primary and specialty clinics, skilled nursing facilities, home health agencies etc. using reports, charts, tables and other visual aids for results presentation and education.

7. Conducts the evaluation and recommendation of identified opportunities, including both operational feasibility and financial impact. Assists the Department Directors in developing business plans and financial pro formas.

8. Assists the Senior V.P. and Department Directors with various research projects and provides analytical support, as requested.

Key Qualifications	EDUCATION: Bachelors Degree in similar field required. EXPERIENCE: 5- 7 years related experience.
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Response information: Fax resume to (714) 347-7540 or e-mail to: SJHSHR@STJOE.ORG.