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Background

The face of health care consumerism is transitioning from traditional paradigms.

Consumers today bear a greater financial risk with higher premiums, deductibles and co-payments, in addition to desiring greater involvement in decision-making and a higher demand of value. Given the numerous emerging options in the marketplace, consumers seek convenient, reasonably priced, quality care. In particular with basic acute ills, consumers are not consistently loyal to a particular provider or clinic, but rather seek an experience with minimal disruption to their lives.

From a community health perspective, Winona Health seeks to provide individuals with no insurance or high cost sharing plans access to affordable care, so that basic ills don't cascade into more complex health challenges due to delaying or postponing care due to cost.

Approach

In June of 2020, Winona Health opened the Main Street Clinic, a cash-based quick care clinic in downtown Winona, Minn. We designed the clinic to be a seamless and fast patient experience, and focused on providing

- 1 convenient service
- 2 increased access and
- 3 price transparency. Services include care for common illnesses and some prevention and wellness services.

Outcomes

An unanticipated challenge with the construction and opening of the Main Street Clinic was the aligned

timing with the COVID-19 pandemic. Final construction and details were delayed due to supply chain challenges in spring of 2020, and opening was unable to occur until June of 2020 in the midst of closures and decreased movement in the community. Given this significant factor, volumes at opening were soft from projections (consistent with many facilities nationally). Similarly, target population behaviors and habits had shifted over this time, which resulted in new approaches needing to be taken.

Lessons Learned

To improve volumes and utilization of the Main Street Clinic, we needed to deploy a multifaceted strategy. This included specific marketing tactics to increase awareness and target specific audiences, focused work on

engaging area employers, and examining/adding existing contracts to encourage utilization of this site.

"Work continues to be underway to adjust the strategy to **current and evolving needs in the community."**

Next Steps

There continue to be key emerging themes and drivers in the growth and utilization of convenience retail clinics. This includes understanding their potential role in chronic disease management, primary care and well-being services; opportunities around service bundling and memberships; and their role as a strategy for expanding the customer base.