



# COASTAL MEDICAL CENTER COMPREHENSIVE CASE STUDY

## **INTRODUCTION**

This comprehensive case study is used as a basis for the exercises included throughout the book.

Coastal Medical Center (CMC) is a licensed, 450-bed regional referral hospital providing a full range of services. The primary service area is a coastal city and three counties with a total population greater than 825,000, located in the Sun Belt. This tri-county area has had one of the fastest growth rates in the country for the last five years. According to the local Health Planning Council, the tri-county population is projected to increase by 15 percent from 2009 to 2015. Appendix A at the end of this case study provides detailed population statistics for the city and tri-county area.

The population growth rate for households (families) has been one to two percentage points higher than the overall population growth. The high percentage of population growth below age 44 shows a young and growing community. Per capita (i.e., per person) income in the tri-county area is high, although growing unemployment is a concern. As the population of the tri-county area increases, the need for



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