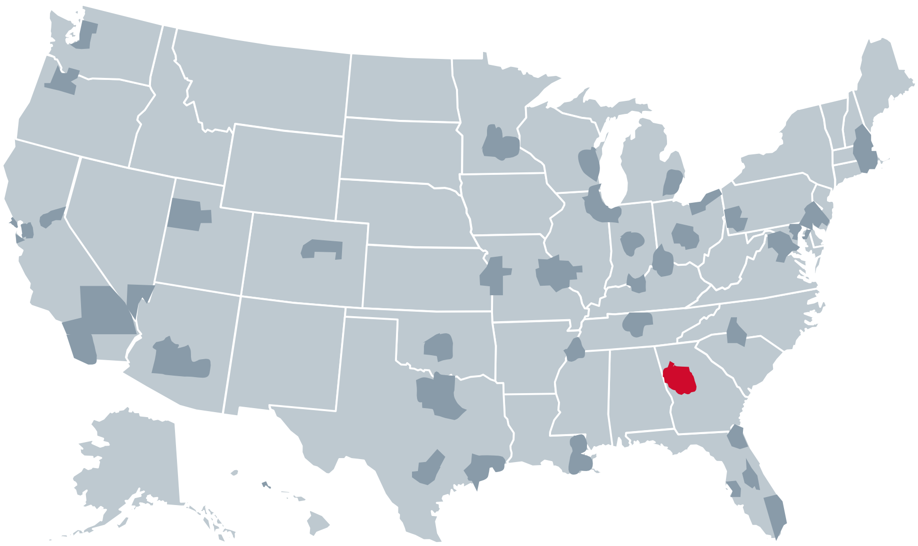
Health Care Industry Committee

Market Profile

Atlanta, GA



Market Summary

- **Overview**: As value-based care takes hold in Atlanta, providers are charged with managing a growing population with higher rates of chronic diseases.
- **Health Systems**: While relatively late to the game, health systems in and around the Atlanta metro area are consolidating the market. The three largest health systems, WellStar Health System, Piedmont Healthcare and Northside hospital, account for nearly half of all patient discharges.
- **Insurers**: Metro Atlanta's insurance market is overall competitive (six insurers sell plans on the market) and most counties had multiple insurers selling plans on the Georgia exchange in 2019.
- **Physicians**: Like the health system market, Atlanta's physician sector is consolidating. More physician groups are aligning with health systems and independent practices are joining to form large physician groups (e.g. The Emory Clinic, WellStar Medical Group).
- **Employers**: The Atlanta market is home to 16 Fortune 500 companies, including Home Depot, United Parcel Service, Coca-Cola, and Delta Airlines. Notably, the Centers for Disease Control and Prevention is also headquartered in Atlanta.
- **Population**: Atlanta's population had the nation's fourth highest population growth from 2017 to 2018, growing by 1.29%.

Counties Covered:

County	State
Barrow	GA
Bartow	GA
Butts	GA
Carroll	GA
Cherokee	GA
Clayton	GA
Cobb	GA
Coweta	GA
Dawson	GA
DeKalb	GA
Douglas	GA
Fayette	GA
Forsyth	GA
Fulton	GA
Gwinnett	GA
Hall	GA
Haralson	GA
Heard	GA
Henry	GA
Jasper	GA
Lamar	GA
Meriwether	GA
Morgan	GA
Newton	GA
Paulding	GA
Pickens	GA
Pike	GA
Rockdale	GA
Spalding	GA
Walton	GA

Total Population:

- 6,228,547

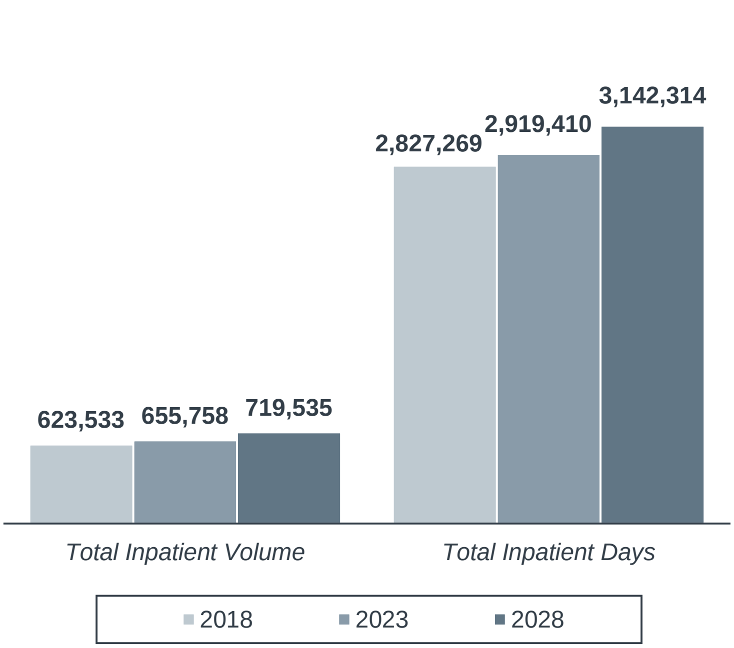
Source: Fehr, R. et. Al., *Insurer Participation on ACA marketplaces, 2014-2019,* Kaiser Family Foundation, Nov 14,2018, available at https://www.kff.org/health-reform/issue-brief/insurer-participation-on-aca-marketplaces-2014-2019/; Habersham, R and Peebles, Jl, *Census: Metro Atlanta has 4th-fastest growing population in* nation, AJC, April, 18.2019; Advisory Board research and analysis

Market Glimpse

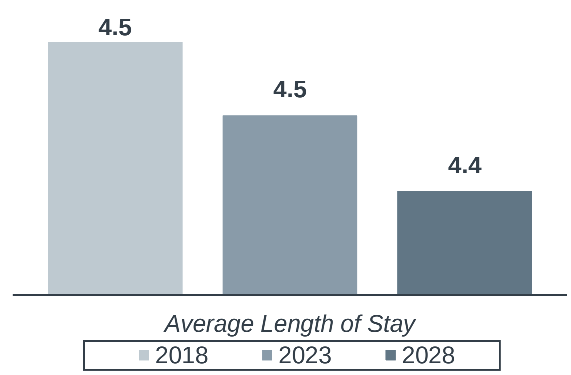
Key Figure

Category	Figure
Acute-Care Hospitals	30
Acute-Care Beds	7,151
Number of Clinicians[1]	15,418
Households Count	2,295,975
Median Age	36
Median Household Income	$69,080
Per Capita Income	$33,722
Patients Who Visited a Doctor in the Past Year	75.4%
Unemployment Rate	4.2%
Uninsured Rate	High

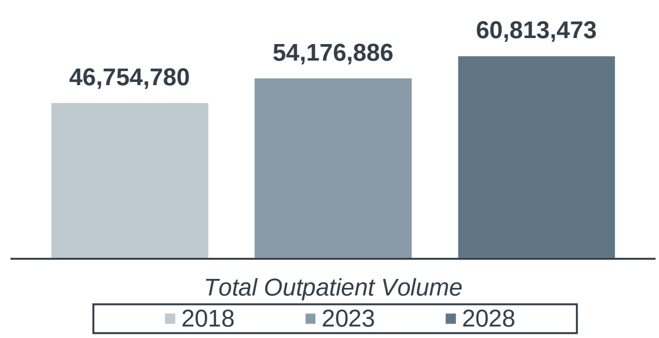
Inpatient Volume and Days



Average Length of Stay



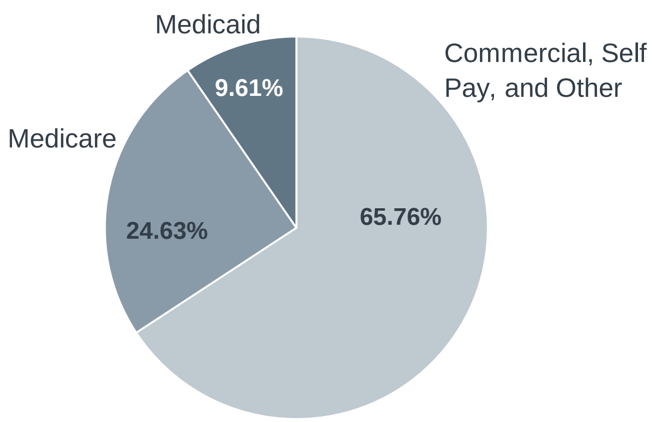
Outpatient Volumes



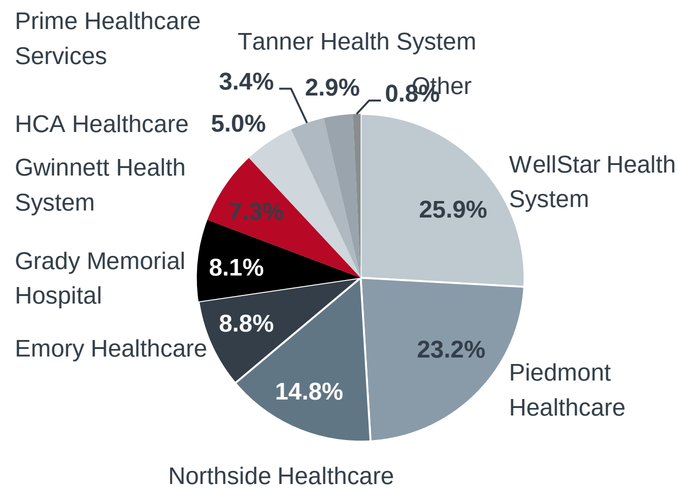
1) Includes primary care physicians, specialists, nurses, advanced practitioners, etc. For a breakdown of clinicians by type, specialty, or sub-specialty, you can use our Clinician Supply Profiler.

Overview of Payers, Inpatient Players, Major Ailments

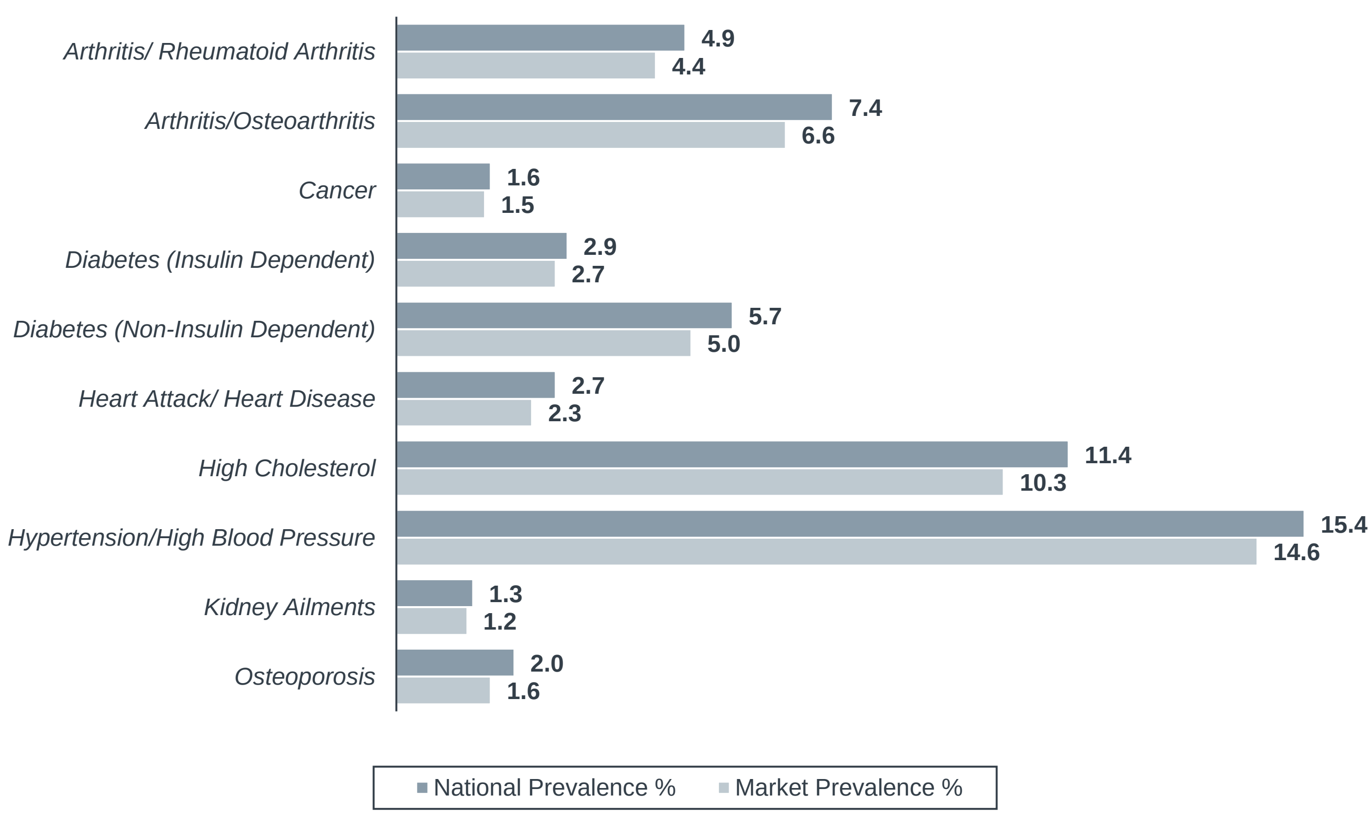
Discharge Mix



Inpatient Market Share Breakdown



Prevalence of Ailments



Population Stratification

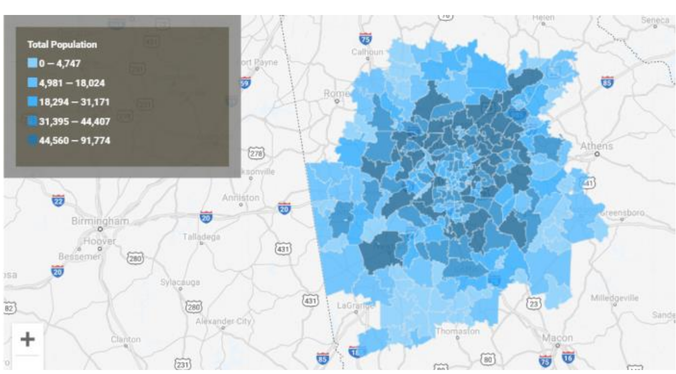
Segmentation by Age

Age Group	% of Population in 2018
0-9	13.1%
10-19	14.0%
20-29	13.7%
30-39	13.7%
40-49	14.1%
50-59	13.5%
60-69	10.0%
70-79	5.4%
80+	2.5%

Outpatient Sites of Care Volume Projections

Site of Care	2018 Volume	2028 Volume
Hospital Outpatient Department	4,788,923	6,079,790
Emergency Department	2,169,767	39,126
Ambulatory Surgery	5,241,174	6,892,286
Physician Office/Clinic	22,215,674	28,576,062
Endoscopy	821,765	1,087,827
Oncology Center	2,248,632	2,900,415
Sleep Studies	424,509	556,658
Independent Diagnostic Testing Facility	1,961,643	2,452,046
Physical Therapy	2,575,394	3,463,940
Lab	4,229,674	5,660,588
Other	77,624	124,737

Population Density

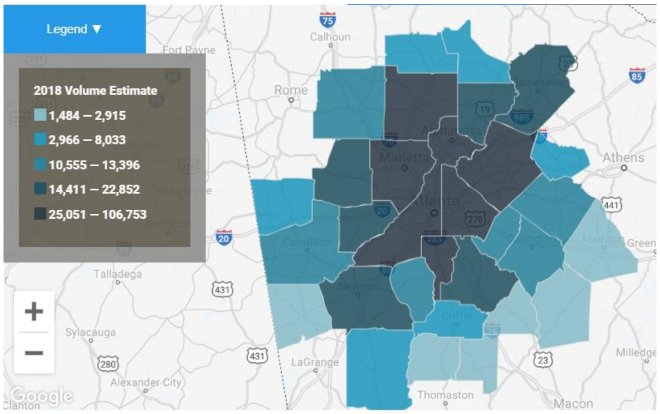


Segmentation by Gender

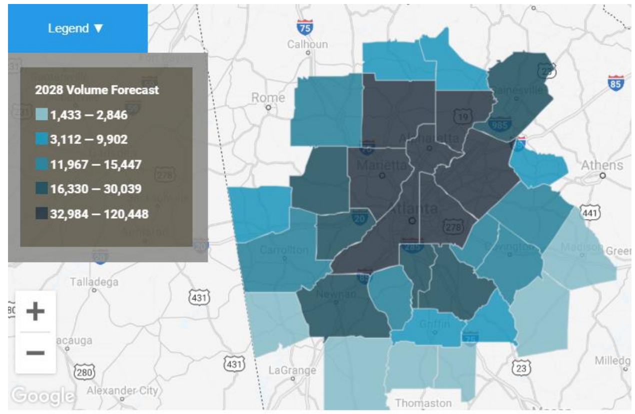
Gender	Population Count in 2018	Projected Population Count in 2023
Male	3,016,497	3,253,172
Female	3,212,058	3,460,496

Inpatient Volume Projections

2018 Inpatient Volumes



2028 Inpatient Volumes (10-Year Growth)

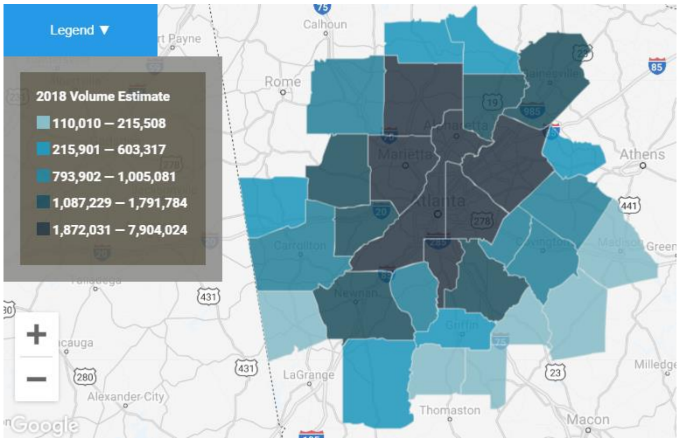


Service Line Volume Projections

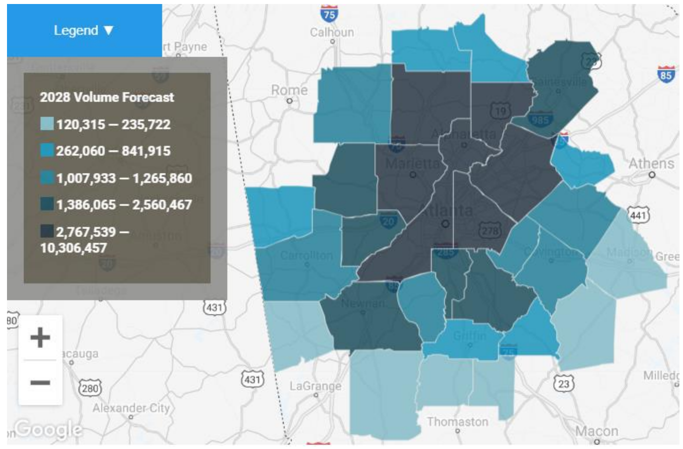
Service Line	2018 Volume Estimate	2023 Volume Forecast	2028 Volume Forecast	5 Yr Growth	10 Yr Growth
+ Cardiac Services	58,186	55,402	62,118	-4.8%	6.8%
+ ENT	6,460	6,283	6,732	-2.7%	4.2%
+ General Medicine	214,142	236,714	266,073	10.5%	24.3%
+ General Surgery	42,493	44,527	48,365	4.8%	13.8%
+ Gynecology	7,361	6,919	7,143	-6.0%	-3.0%
+ Invalid	1,317	1,131	1,150	-14.1%	-12.7%
+ Neonatology	79,400	82,234	86,019	3.6%	8.3%
+ Neurology	24,450	26,229	29,737	7.3%	21.6%
+ Neurosurgery	4,297	5,107	5,886	18.8%	37.0%
+ Obstetrics	85,571	90,077	95,953	5.3%	12.1%
+ Oncology/Hematology (Medical)	17,072	17,808	19,479	4.3%	14.1%
+ Ophthalmology	717	674	691	-6.0%	-3.6%
+ Orthopedics	36,604	38,871	43,322	6.2%	18.4%
+ Other Trauma	4,878	5,382	6,147	10.3%	26.0%
+ Rehabilitation (Acute Care)	6,025	3,389	2,897	-43.8%	-51.9%
+ Spine	14,123	14,128	14,908	0.0%	5.6%
+ Thoracic Surgery	3,223	3,481	3,731	8.0%	15.8%
+ Urology	7,659	8,465	9,486	10.5%	23.9%
+ Vascular Services	9,554	8,940	9,697	-6.4%	1.5%

Outpatient Volume Projections

2018 Outpatient Volumes



2028 Outpatient Volumes (10-Year Growth)

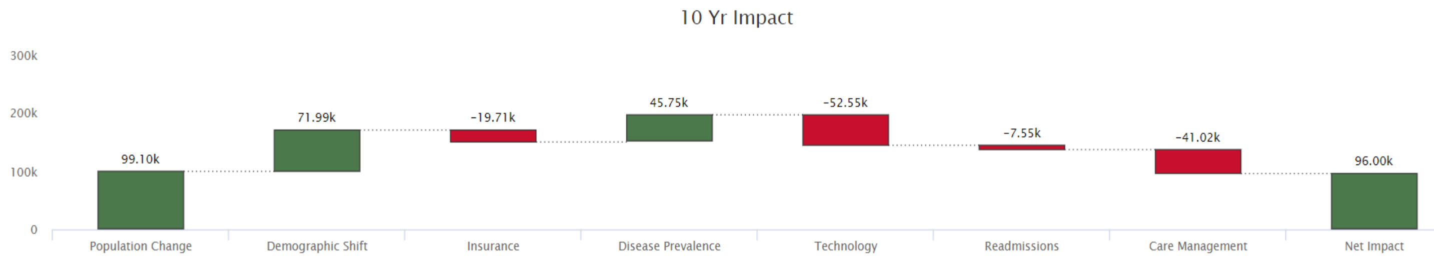


Service Line Volume Projections

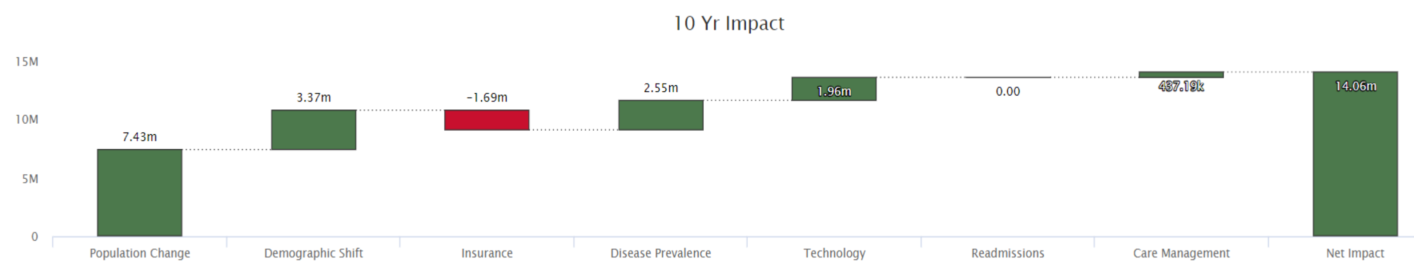
Service Line	2018 Volume Estimate	2023 Volume Forecast	2028 Volume Forecast	5 Yr Growth	10 Yr Growth
Cardiology	1,479,826	1,748,143	2,052,371	18.1%	38.7%
Cosmetic Procedures	140,461	170,026	181,205	21.0%	29.0%
Dermatology	924,651	1,108,465	1,277,445	19.9%	38.2%
Endocrinology	13,435	20,584	23,861	53.2%	77.6%
ENT	562,657	689,347	828,063	22.5%	47.2%
Evaluation and Management	17,489,702	19,481,470	21,555,070	11.4%	23.2%
Gastroenterology	441,336	560,111	655,547	26.9%	48.5%
General Surgery	133,735	160,191	181,964	19.8%	36.1%
Gynecology	212,500	226,855	238,588	6.8%	12.3%
Lab	6,439,181	7,612,016	8,629,723	18.2%	34.0%
Miscellaneous Services	3,343,688	4,056,392	4,560,912	21.3%	36.4%
Nephrology	133,018	163,916	194,001	23.2%	45.8%
Neurology	265,655	341,429	397,193	28.5%	49.5%
Neurosurgery	15,172	19,177	22,887	26.4%	50.9%
Obstetrics	94,460	98,819	105,792	4.6%	12.0%
Oncology	32,291	36,027	39,397	11.6%	22.0%
Ophthalmology	1,301,970	1,640,436	1,942,308	26.0%	49.2%
Orthopedics	676,258	888,153	1,026,868	31.3%	51.8%
Pain Management	169,795	215,876	251,688	27.1%	48.2%
Physical Therapy/Rehabilitation	4,247,064	5,030,433	5,628,277	18.4%	32.5%
Podiatry	222,089	302,026	369,560	36.0%	66.4%
Psychiatry	2,348,862	2,642,182	2,790,444	12.5%	18.8%
Pulmonology	461,603	565,830	654,292	22.6%	41.7%
Radiology	4,970,979	5,597,494	6,257,210	12.6%	25.9%
Spine	21,856	28,773	33,357	31.6%	52.6%
Thoracic Surgery	3,869	5,426	6,733	40.2%	74.0%
Trauma	173,815	190,964	208,569	9.9%	20.0%
Urology	239,721	326,609	397,251	36.2%	65.7%
Vascular	195,132	249,718	302,898	28.0%	55.2%

Volume Growth Drivers

2018-2028, Factors Influencing Inpatient Procedure Growth



2018-2028, Factors Influencing Outpatient Procedure Growth



- **Population Change:** Considers changes in total population of the market
- **Demographic Shift:** Considers changes in major demographic factors, such as age and gender
- **Insurance:** Considers insurance market factors, such as coverage expansion, increased cost-sharing, and payer scrutiny of medical necessity
- **Disease Prevalence:** Considers the growing population of chronic and multi-morbid patients
- **Technology:** Considers the role technology plays in changing demand and shifting site of care
- **Readmissions:** Considers the ongoing focus on driving down avoidable readmissions
- **Care Management:** Considers investments in care management designed to reduce inpatient utilization

This Advisory Board resource is part of a series of Market Profiles offered to health care industry members through the Health Care Industry Committee. We have used information and data from Advisory Board's Market Scenario Planner, Clinician Supply Profiler, and Demographic Profiler alongside US government databases including CMS Medicare Cost Reports. Please note that CMS Medicare Cost Reports data are submitted by individual facilities and are thus prone to some degree of inaccuracy due to inconsistent reporting practices and user error. The specific fiscal year reporting period for each provider varies slightly, but all data represent a single-year period for each provider.

These profiles are aimed to help suppliers and service firms better understand provider customers and patients in various markets.

Advisory Board

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