

ZEPHYR HEALTHCARE ADVISORS

Hospital Margin Improvement: Case Study



In 2023, **Zephyr** began working with an **Independent Rural Hospital in California** on performance improvement. The CEO reported in early 2026 that the facility had a positive net income, representing a **\$30M Financial Improvement** in **Operations** over that period.

METHODOLOGY

Zephyr Healthcare Advisors' methodology differs from large firms that take a "slash and burn" approach, remove key senior leaders, and charge millions of dollars. We work with C-suites and Boards to design an optimal strategy from a menu of services that retains management autonomy, avoids unnecessary cuts and redundant effort, and helps the organization re-design itself rather than just producing a smaller version of its old operating model.

PERFORMANCE/MARGIN IMPROVEMENT DOMAINS

We are deploying a multidisciplinary team focusing on:

LABOR/WORKFORCE

and management training program.

NON-LABOR COST SAVINGS

in equipment, supplies, support services, physician services and other areas.

PHARMACY

(e.g., retail/specialty, 340B, drug utilization, revenue cycle, PBM).

REVENUE OPTIMIZATION

with automated revenue cycle functions (denials, AP, other), billing/collections, coding, contracting).

PROGRAMS UNDER CONSIDERATION:

Self-funding/PBM
Value-based care (MSSP)
Medicaid optimization (enrollment and revenue)

PARTNERSHIP OPPORTUNITIES

(e.g., service lines, physician, innovation/use of AI, other)

