WarriorCentricHealth®

PREPARED FOR Hospital Council Northern & Central California

FINANCIAL OPPORTUNITY BRIEF: CAP-TO-BAY CORRIDOR · 5-COUNTY REGION

Nearly 482,000 Cap-to-Bay Corridor residents are military-connected. Most hospitals don't recognize them.

Here are the numbers in the five-county area:

185,334	296,534	481,868	9.1%
VETERANS	WARRIORS*	WARRIOR COMMUNITY**	% OF POPULATION

The market, county by county

County	Veterans	Warriors*	Warrior Community**	% of residents	Share of region
Sacramento	63,358	101,373	164,731	10.2%	34.2%
Alameda	35,019	56,030	91,049	5.5%	18.9%
Contra Costa	34,785	55,656	90,441	7.7%	18.8%
Solano	28,442	45,507	73,949	16.2%	15.3%
Placer	23,730	37,968	61,698	14.2%	12.8%
Region	**185,334**	**296,534**	**481,868**	**9.1%**	**100%**

*Includes Veterans, Active-Duty, Reserves, & Nat'l Guard. **Includes Warriors + Warrior family members.

Delivering warrior-conscious care to this large, underserved population also delivers ROI.

Becoming an Authorized Warrior Centric Health Facility™ gives HCNCC member systems the infrastructure to identify, engage, treat, and retain this population, delivering improved outcomes, regulatory compliance, and measurable growth in wallet share and new patients.

Sources: Census Reporter, ACS 2024 1-year county estimates; WCH planning multipliers.

THE FINANCIAL RETURN

Two channels of value for every participating system

Five-county reference scenario. WCH fees modeled as three deployments at $176,000 each per year.

CHANNEL 1

Increased wallet share

$10.4M

annual modeled uplift from 59,307 existing Warrior patients (20% provider share)

Value per existing Warrior	$175 / yr
Year 1 net after fees	$9.85M
Three-year net after fees	$29.6M
Return on WCH fees	1,866%

Drivers: referral retention, outpatient and specialty care, behavioral health, pharmacy.

Break-even: about 1,006 existing Warrior patients cover one $176K deployment.

CHANNEL 2

New patient acquisition

$66.7M

three-year contribution margin from 2,965 new Warriors a year (1% of the market).

Margin per new Warrior	$3,750/yr
Year 1 net after fees	$10.59M
Three-year net after fees	$65.1M
Return on WCH fees	4,112%

Retained cohorts compound each year



Request a facility- or system-specific financial assessment.

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