WarriorCentricHealth®

PREPARED FOR Hospital Council Northern & Central California

FINANCIAL OPPORTUNITY BRIEF: NORTH STATE / SIERRAS · 25-COUNTY REGION

280,000+ North State & Sierras residents are military-connected. Most hospitals don't recognize them.

Here are the numbers in the 25-county area:

108,643	173,829	282,472	12.3%
VETERANS	WARRIORS*	WARRIOR COMMUNITY**	% OF POPULATION

The market, county by county

County	Veterans	Warrior Community**	% of residents
Sonoma	16,875	43,875	9.0%
Shasta	10,630	27,638	15.3%
El Dorado	10,572	27,487	14.3%
Butte	9,601	24,963	12.0%
Yolo	8,559	22,253	9.9%
Humboldt	6,740	17,524	13.2%
Nevada	5,566	14,472	14.2%
Napa	5,274	13,712	10.3%
Mendocino	4,680	12,168	13.6%
Sutter	4,470	11,622	11.8%
Yuba	4,238	11,019	12.6%
Lake	4,181	10,871	16.0%
Siskiyou	3,248	8,445	19.4%

County	Veterans	Warrior Community**	% of residents
Tehama	3,236	8,414	13.1%
Lassen	1,833	4,766	15.7%
Del Norte	1,670	4,342	16.0%
Plumas	1,589	4,131	21.3%
Trinity	1,189	3,091	19.5%
Inyo	1,172	3,047	16.3%
Glenn	1,072	2,787	9.8%
Modoc	810	2,106	24.5%
Colusa	722	1,877	8.5%
Mono	544	1,414	10.8%
Sierra	132	343	12.5%
Alpine	40	104	6.4%

Region	108,643	282,472	12.3%

*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 and 5-year county estimates (preliminary); WCH planning multipliers.

THE FINANCIAL RETURN

Two channels of value for every participating system

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

CHANNEL 1

Increased wallet share

$6.1M

annual modeled uplift from 34,766 existing Warrior patients (20% provider share)

Value per existing Warrior	$175 / yr
Year 1 net after fees	$5.56M
Three-year net after fees	$16.7M
Return on WCH fees	1,052%

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

$39.1M

three-year contribution margin from 1,738 new Warriors a year (1% of the market).

Margin per new Warrior	$3,750/yr
Year 1 net after fees	$5.99M
Three-year net after fees	$37.5M
Return on WCH fees	2,369%

Retained cohorts compound each year



Request a facility- or system-specific financial assessment.

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