HAYES
MANAGEMENT CONSULTING
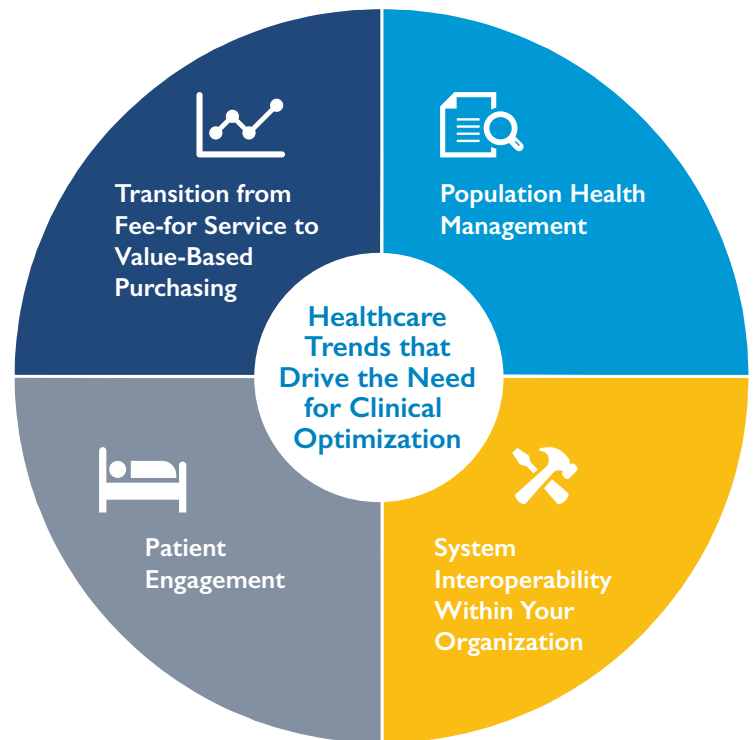*Optimizing the business of healthcare*

Hayes Management Consulting
Optimizing the Business of Healthcare

Hayes Management Consulting partners with healthcare organizations to deliver tailored solutions that streamline operations, improve revenue, and maximize the use of technology. Unlike most other firms, our consultants come from the frontlines of healthcare and not only understand the day-to-day challenges you face, but weave those realities into everything we do.

Clinical/IT Consulting

At the time healthcare reform was enacted in 2009, only 16% of hospitals employed an electronic health record (EHR) system. Propelled by the HITECH Act and the need to improve overall efficiency, adoption of EHR systems in hospitals reached 80% by 2013. Digital healthcare has arrived and as data collection, storage, and sharing become prevalent, the more reliant you are on your IT systems.

Integration, interoperability, optimization, and expandability of internal systems and connecting to outside provider systems or a central EHR are critical IT issues. Choosing the right IT consulting partner is equally crucial to your organization's success. Hayes' trusted, knowledgeable IT consultants are able to guide you through this technology maze because they have grappled with the same issues that you now face. Our in-depth industry knowledge enables us to evaluate your specific needs, assemble an appropriate team, and tailor a customized solution for your organization. Our expertise in knowledge transfer provides the training and tools to ensure that your staff is fully equipped to sustain the solution implementation once the project is complete.

Transition from Fee-for Service to Value-Based Purchasing

Population Health Management

Healthcare Trends that Drive the Need for Clinical Optimization

Patient Engagement

System Interoperability Within Your Organization

"The consultant that Hayes provided us with exemplified the ideal project manager. She exhibited grace under fire and a confidence that extended to the entire team. She exhibited a breadth of knowledge and experience that is rare to find. In some ways we had a challenging install but she responded to those challenges in an appropriate manner with an excellent demeanor. I look forward to working with Hayes on future projects."

- Greg Ator, M.D., CMIO,
University of Kansas Medical Center

Clinical/IT Consulting

Key Services:

Clinical Optimization
Identify opportunities and implement solutions through comprehensive analyses of EHR systems, workflows, and processes. The result is increased productivity, better collaboration among staff, higher patient satisfaction, improved physician adoption, and enhanced clinical outcomes.

System Implementation
Engage support for integrating IT and EHR systems, including planning, implementation management, and post-implementation training. Our consultants offer expertise and certification in a variety of EHRs and systems including Epic, McKesson, Cerner, GE Centricity, Allscripts, NextGen, and MedAptus.

Legacy Support
Streamline system migrations with our subject matter experts experienced in a variety of systems. We ensure full support and continued operations during transition periods with a range of services including help desk support, project/staff management, and interim staffing.

Go-Live Support
Augment your staff with skilled IT professionals that have the healthcare experience to provide qualified go-live user support when moving to a new system. Service includes command center support, help desk ticket resolution, and classroom training.

Data Management
Ensure the availability of timely, reliable data with streamlined self-service tools. Our experience with hundreds of data migration projects enables us to handle your data regardless of format or location. Our partnership with Informatica provides a comprehensive approach to information lifecycle management and application retirement.

Physician Outreach
Extend your EHR to affiliated organizations with flexible, experienced resources to staff implementation or go-lives. With fluency in multiple systems, our consultants provide proven methodologies to save you time and money.

Training
Improve staff effectiveness and system EHR system efficiency through focused training. From building the curriculum to creating the materials to conducting the training, our certified consultants can help train your staff on Epic and GE Centricity Practice Solutions systems.

System Retirement
Develop a sequenced and timed decommissioning plan. From defining requirements to technical and cost/benefit analysis to executing the plan at an agreed upon timeline, our consultants provide proven methodology and expertise to retire your system.

Informatics
Understand how your data is organized to leverage your current investment and maximize the value of your data. Hayes consultants help your data infrastructure team prepare for data initiatives that impact your organization.

CLINICAL OPTIMIZATION:

STREAMLINE DATA ACCESS

FACILITATE CLINICIAN COLLABORATION

REFINE PROCESSES AND WORKFLOWS

STRENGTHEN OUTCOMES

IMPROVE PATIENT OUTCOMES

Revenue Cycle Consulting

With costs soaring and margins shrinking, it is more important than ever for healthcare organizations to rigorously manage both revenue and costs. CFOs and finance executives must drive increased efficiencies from existing technology, processes, and staff while increasing the level of care.

Responding to new healthcare reform requirements, financing system upgrades, transitioning from fee-for-service to fee-for-value models, and supporting new patient populations while ensuring financial stability is no easy task.

Hayes can help you meet that challenge. Our consultants provide the financial acumen and real world healthcare experience to transform and optimize your revenue cycle, reduce costs, streamline operations, and eliminate waste. And it is not over when the project engagement ends. Unlike other consulting companies, we stress knowledge transfer – ensuring that your team is able to succeed using your own internal resources.

Hayes' services include overall revenue cycle assessments, workflow analyses, interim management staffing, and revenue cycle optimization programs. Our goals are your goals: define, refine, and deliver an optimal fiscal strategy.

> "We engaged Hayes because we needed a business analyst on our Partners Revenue Cycle IT support team. The consultant's understanding of the revenue cycle, our billing and remit practices and our application software makes him a valuable resource to our team. He understands our business needs and strives to ensure his team is delivering high-quality solutions to meet these needs. The unique combination of business and technical skills make him an excellent facilitator between the IT and the patient financial services department."
>
> *- Celeste Daye, Senior Director of Patient Accounting, Dana Farber Cancer Institute Center*

HOW TO ACHIEVE HIGHER QUALITY AT LOWER COSTS

1 ANALYZE ALL PROCESSES, WORKFLOWS AND SYSTEMS

2 REEVALUATE AND RESTRUCTURE ANY SYSTEM, PRODUCT OR PROCESS THAT DOESN'T ADD VALUE

3 TRANSFORM REVENUE CYCLE

Revenue Cycle Consulting

Key Services:

Revenue Cycle Assessment

Begin your optimization program with a detailed assessment of your revenue cycle. Hayes provides a comprehensive analysis of your technology, processes, data, and staff customized for your organization's unique business needs and priorities. Each assessment includes a Performance Improvement Roadmap categorizing our recommendations based on level of impact, effort, and cost.

Our revenue cycle consulting team offers three assessment options:

- **Rapid Assessment** includes management interviews, benchmarking, opportunity identification, high-impact recommendations, and a technology utilization overview
- **Deeper Dive** extends the Rapid Assessment with operational interviews and observation, extended benchmarking, detailed technology/system analysis, and further recommendations
- **Focused Assessment** targets specific departments or processes and provides recommendations tailored to those areas

Revenue Cycle Transformation

Identify transformation opportunities at every stage of your operation with Hayes' proprietary methodology that will provide you with actionable strategies to improve your revenue cycle. The key to successfully optimizing the revenue cycle depends on understanding the interconnected relationship between all of your organization's staff, process, and technology.

We have been optimizing revenue cycles for more than twenty years and our trusted consultants bring hands-on healthcare experience in executive and line management, revenue cycle, and finance.

Interim Management

Take advantage of Hayes' decades-long experience of partnering with healthcare organizations to temporarily fill vacant management positions. In addition to providing qualified candidates, we provide tools and insights at the end of each assignment to help set up your organization for future success.

To ensure a smooth transition and a successful engagement, our interim managers help conduct interviews of permanent candidates, refine job descriptions, create a go-forward roadmap for the position, and provide an assessment that identifies opportunities for organizational improvement.

MEET WITH MANAGEMENT

1 REVIEW POLICIES & PROCEDURES

2 MEET WITH STAFF FOR PROCESS OBSERVATION

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Strategic Consulting

The healthcare industry today is undergoing disruptive changes, exposing your organization to new risks and an uncertain future. Managing through the uncertainty of payer cuts, healthcare reform, growing government regulations, new financial models, and market consolidation requires a focused strategic vision. You need a trusted partner to help lead your organization through this evolving healthcare landscape.

For more than two decades, the subject matter experts at Hayes have been partnering with healthcare organizations like yours. Our extensive experience and proven methodology enables us to craft strategic and tactical plans to meet challenges and leverage opportunities.

Unlike other consultants, we are technologically diverse with proficiency in a multitude of IT systems, including electronic medical record systems like Epic, Cerner, McKesson, GE Centricity, Allscripts, and NextGen.

Our customized strategic consulting work can include running strategic retreats, performing a quantitative analysis of your resources, providing an evaluation of a strategic alliance, or assessing the harmonization of your existing systems. Our goal is to help you achieve your vision.

Hayes provides overall strategic planning for healthcare organizations to leverage efficiencies, effectiveness, and reduce cost. Our services are designed to provide strategic and tactical planning for healthcare businesses.

Specifically, our strategy processes are designed to:

Create a roadmap to improve business, clinical, and technical infrastructure

Provide an overview of your current environment and infrastructure

Identify weaknesses, strengths, and opportunities

Align your organization's operations and technology with business goals and objectives

Create efficiencies and effectiveness

Strategic Consulting

Key Services:

Healthcare Reform

Our consultants provide support to help you deal with the effects of healthcare reform, including caring for new patient populations, adjusting for payer cuts, moving from fee-for-service to fee-for-value, shifting deadlines and reducing operation costs while increasing quality of care.

ACO Advantage

Healthcare organizations involved with Accountable Care are starting to bear more risk for defined populations. Hayes' ACO Advantage supports the multiple stages of ACO transformation, including establishing a sound governance structure, selecting the right information systems, and designing the financial funds flow.

Meaningful Use

Hayes consultants will help you create a step-by-step roadmap to qualify for the significant dollars in incentives being offered to hospitals and providers who can demonstrate Meaningful Use of certified electronic health records (EHRs).

ICD-10 Consulting

Preparing for the transition from ICD-9 to ICD-10 requires a substantial investment in resources. Hayes consultants can provide training, project management, readiness and impact assessments, planning, implementation, and optimization to help implement the transition.

HIPAA IT Security

Hayes uses its HIPAA Security Risk framework methodology to assess your organization's HIPAA compliance. This helps you identify and address potential IT security risks and vulnerabilities.

Auditing Support

Hayes' MDAudit Professional and Hospital software automates many of the administrative tasks involved in the billing audit process, dramatically improving productivity and helping you reduce billing compliance risk.

Strategic Planning

Hayes provides you with a proven, three-phase methodology for strategic planning. Our consultants will develop a business case that achieves senior management buy-in and approval, determines interdependencies of people and technology, and creates a plan that generates an efficient and effective process.

Project Management

Hayes consultants are experts in managing projects focused on IT, operations, business and clinical improvement, and building and maintenance. Our project managers work closely with you to build a project strategy and resource plan that reflects your specific needs and work seamlessly to implement it on time and on budget.

Project Assessments

Hayes provides comprehensive assessments for a variety of healthcare projects. Our SMEs perform qualitative and quantitative reviews through a combination of strategic interviews, on-site observations, SWOT analyses, documentation review, technology evaluation, and iterative validation with key stakeholders. Each assessment includes an overall project status, a gap analysis, and precise recommendations of next steps.

Population Health Services

As payment models shift, the need for a population health strategy is more crucial than ever. Hayes consultants help you assess your population health goals, develop strategic plans, assist with vendor selection and optimize your PHM tool.

About Hayes

Hayes Management Consulting is a leading, national healthcare consulting firm focused on transforming healthcare operations.

As a trusted partner to healthcare organizations, Hayes delivers tailored consulting services that improve operations, leverage technology, and maximize revenue so clients succeed in an evolving healthcare market.

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