



Services in the Healthcare Practice

Jefferson Associates, Inc.



Healthcare Drivers

Studies have shown that Change Drivers will affect hospital IT within 12 months if they haven't already.

- IT Change Drivers
 - New hospital management
 - New IT management
 - Government Regulations (e.g. HIPAA and CMS Reporting)
 - Merger or Acquisition
 - Developing a new hospital department
 - New application implementation
 - Customer dissatisfaction
 - Merging departmental IT to a central function
 - Significant IT budget cuts

Be proactive and be an
Agent of Change!





Healthcare Drivers

A number of forces are transforming the Healthcare industry providing additional pressure on IT.

- These forces include:
 - Increasing healthcare insurance costs are affecting product pricing that must compete in a global economy with countries that provide government subsidized healthcare
 - A shifting emphasis away from an Acute Care model of delivery to a Chronic Disease management model
 - A growing emphasis on wellness and prevention
 - Increasing consumer sophistication requires providers to partner with the patient
 - Advancing technology (both clinical and administrative)
 - Physician groups are forming to compete with services traditionally provided in a hospital setting
 - The New Economy – Accelerated pace of change, instantaneous access to information and new knowledge transfer



Healthcare Drivers

IT Organizational Effectiveness is crucial for IT to meet the challenge of its Change Drivers as well as Healthcare external forces!

- Key Issues for Healthcare Executives in 2003 –
 - Financial pressures on Health Care Organizations continue to mount
 - Regulations impacting healthcare (most of them unfunded) seem to arise with regularity
 - Difficult decisions that are required just to stay in business are increasing

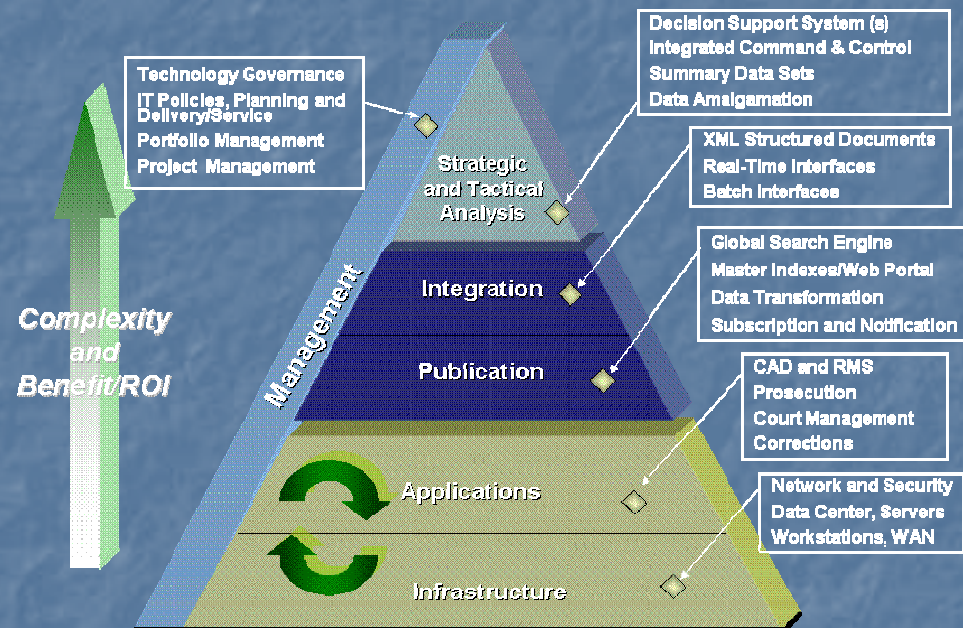
- IT organizational effectiveness is the means for IT to address the industry's crucial concerns:
 - The dire financial state of healthcare
 - The challenge of reducing medical errors
 - The issues and opportunities of compliance with the U.S. Health Insurance Portability and Accountability Act (HIPAA)
 - The business value of IT
 - The path to progress for health plan automation
 - The state and future of healthcare standards
 - New and evolving strategies for sourcing
 - Underlying and emerging technologies
 - The effects of consumerism



Introduction to Jefferson

Jefferson Background

- Founded in 1974 as an Organizational, Process and Technology Services Company
- Offices in Houston and Austin
- People, Process and Technology Focus
- Network of 450 Best of Breed Consultants with specific industry competencies
 - Government
 - Healthcare
 - Financial Services

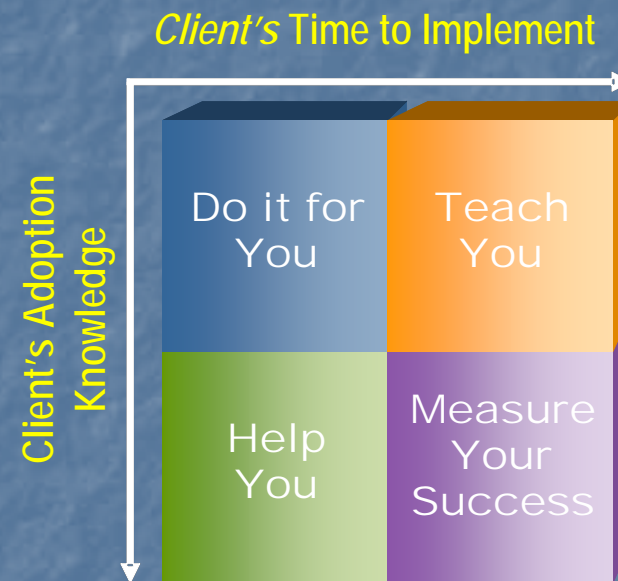




Introduction to Jefferson

Our Customer Engagements

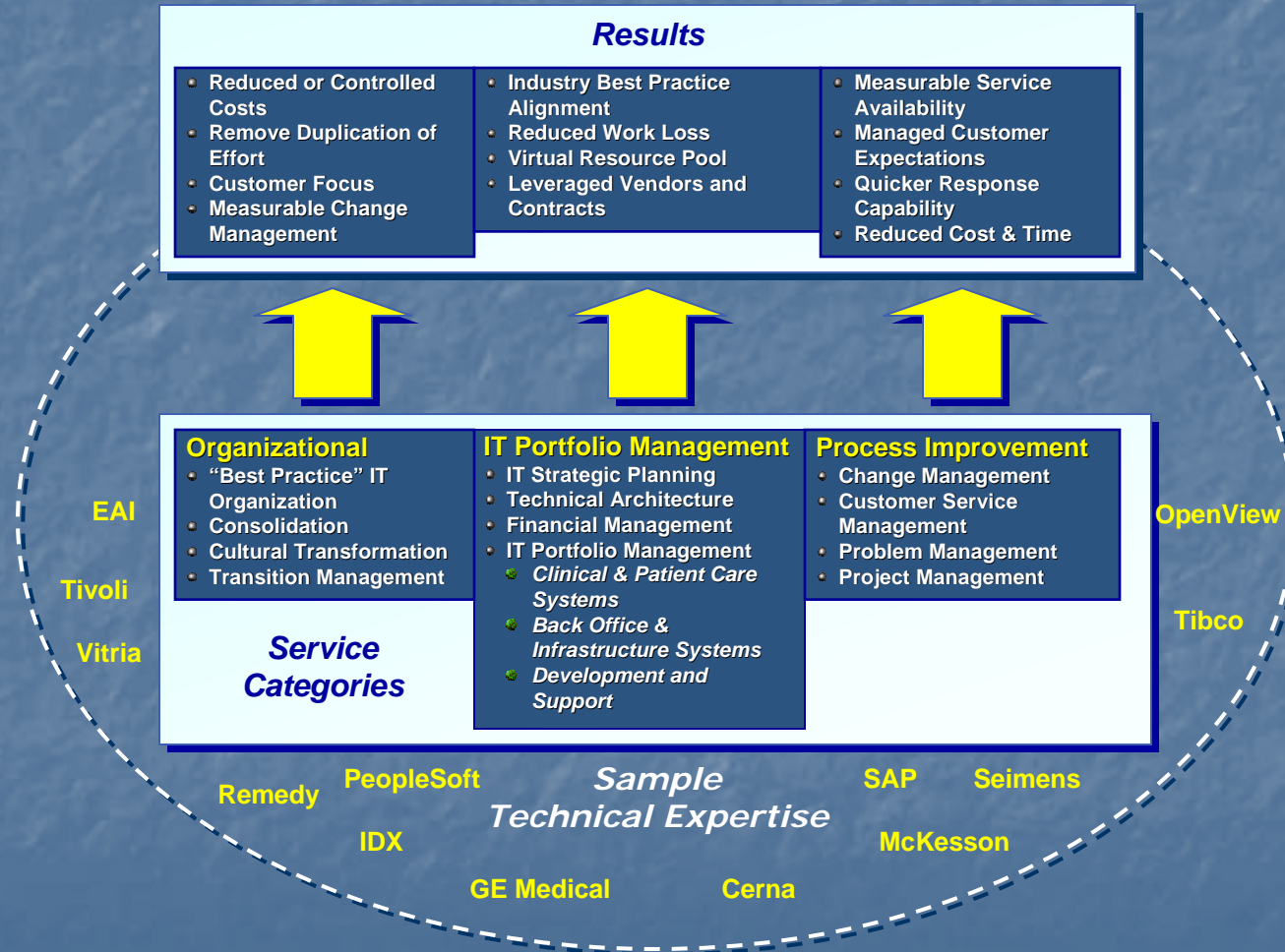
- **You Engage the Services of a Complete Support System, Not an Individual** - Our competitive edge is the ability to *Leverage* the technologies, tools and experiences we gather everyday through supporting the most complex enterprise systems in the world.
- **World Class People** - The center of our Core Competencies is a history of attracting and retaining the best IT professionals in the industry.
- **True Vendor Neutral Services** - We work only for you (we sell no hardware or software).
- **Flexibility** - We provide you the leverage to upscale and downsize resources as needed.
- **Responding to Changes** - Every process and methodology developed and employed at Jefferson I. T. Solutions centers around the single concept that our industry thrives on change.





Introduction to Jefferson

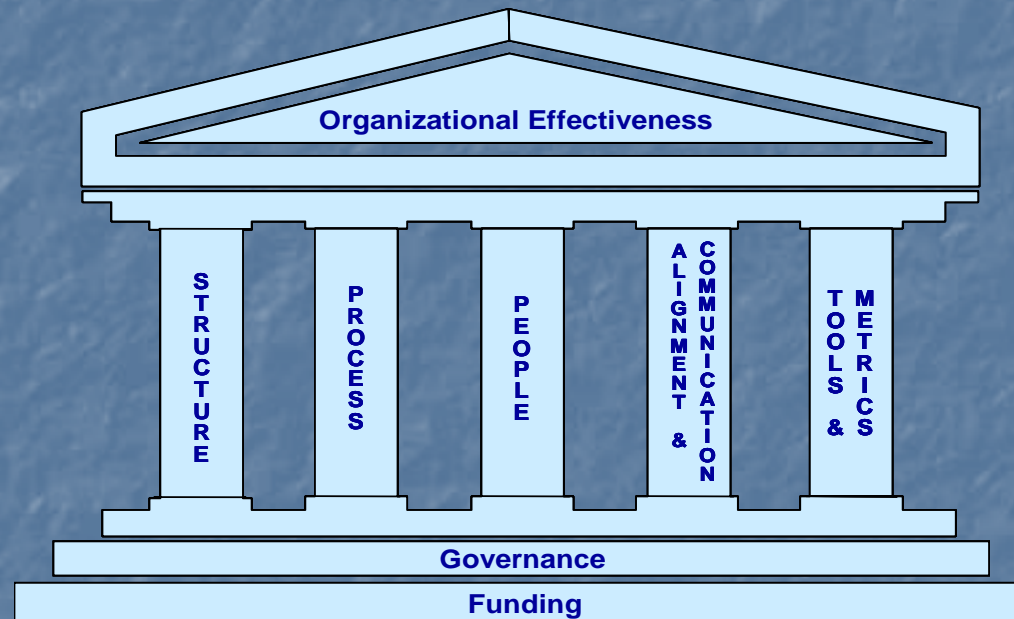
Healthcare Practice





Healthcare Practice

Success with the Five Pillars of Organizational Effectiveness *must be the measure* of IT to successfully deliver its services to meet the Healthcare Business Drivers.





Healthcare Practice

Five Pillars of Organizational Effectiveness

Jefferson has the services and methodologies to strengthen and balance the Five Pillars to ensure and provide Organizational Effectiveness!

- **Structure** – While a number of factors will create imbalances that influence the day-to-day structure of the IS organization it is the frequency and multiple types of change that most affect the ability to manage the IT organization.
- **Process** – The success of IT in delivering value to the hospital has less to do with technology than the process that deliver and maintain customer service and value. It is now impossible to manage IT in a traditional functional silo approach.
- **People** – Our data suggests that getting the people management issues right has a measurable effect on IT organizational and business performance.
 - Give people the right environment
 - Give people the right skills
 - Actively manage the project flow
- **Alignment and Communication** – IT department alignment with hospital needs has been the top CIO issue for the last five years and is probably going to be at the top for the next five.
- **Tools and Metrics** – Tools to automate processes and metrics plus the metrics to demonstrate business value of IT and manage the IT organization and technology.



Healthcare Practice

Healthcare Practice Service Directory

- **Structure –**
 - Managing External Service Providers
 - Management Framework Implementation
 - Consolidation Planning and Implementation
 - Program and Project Management
- **Process –**
 - Transforming an IT Group from a Technical Provider to a Service Organization
 - Process Change and Implementation Management
 - Infrastructure Management Framework
- **People –**
 - Organizational Change Management
 - Organizational Transformation
 - Organizational Workforce Assessment
 - Organizational Process Centric Alignment
- **Alignment and Communication –**
 - Healthcare IT Strategic Planning
 - IT to Healthcare Business Alignment
 - Communication Planning and Execution
- **Tools and Metrics –**
 - Implementation and application of IT tools
 - Unique Methodology for Metrics to:
 - Demonstrate Healthcare Business Value
 - Manage the IT Organization
 - Manage Technology