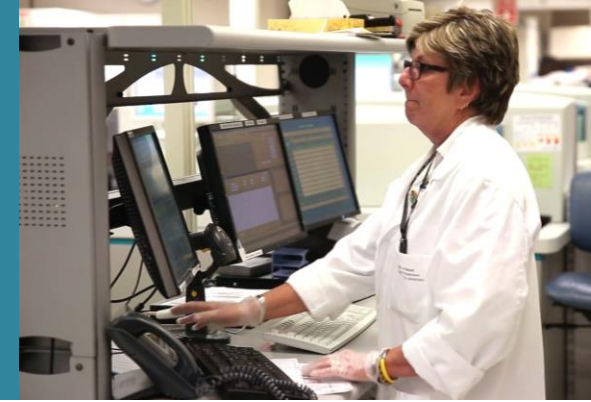


New Strategies that Foster Accountability & Efficiency



Featuring:



Bobbi Kochevar
Dir. of Care Management, Diagnostic and
Therapy Services
North Memorial Healthcare



Brad Bostic
CEO
hc1.com

Webinar Agenda

- The Changing Healthcare Environment
- Blending Automation and Informatics
- Strategies to Foster Accountability and Efficiency:
 - *Shift the hospital lab from “cost center” to growth engine*
 - *Eliminating communication and data silos*
 - *Achieve ongoing visibility into key performance metrics*
 - *Align all departments and optimize value*
- Q + A

About North Memorial Health Care

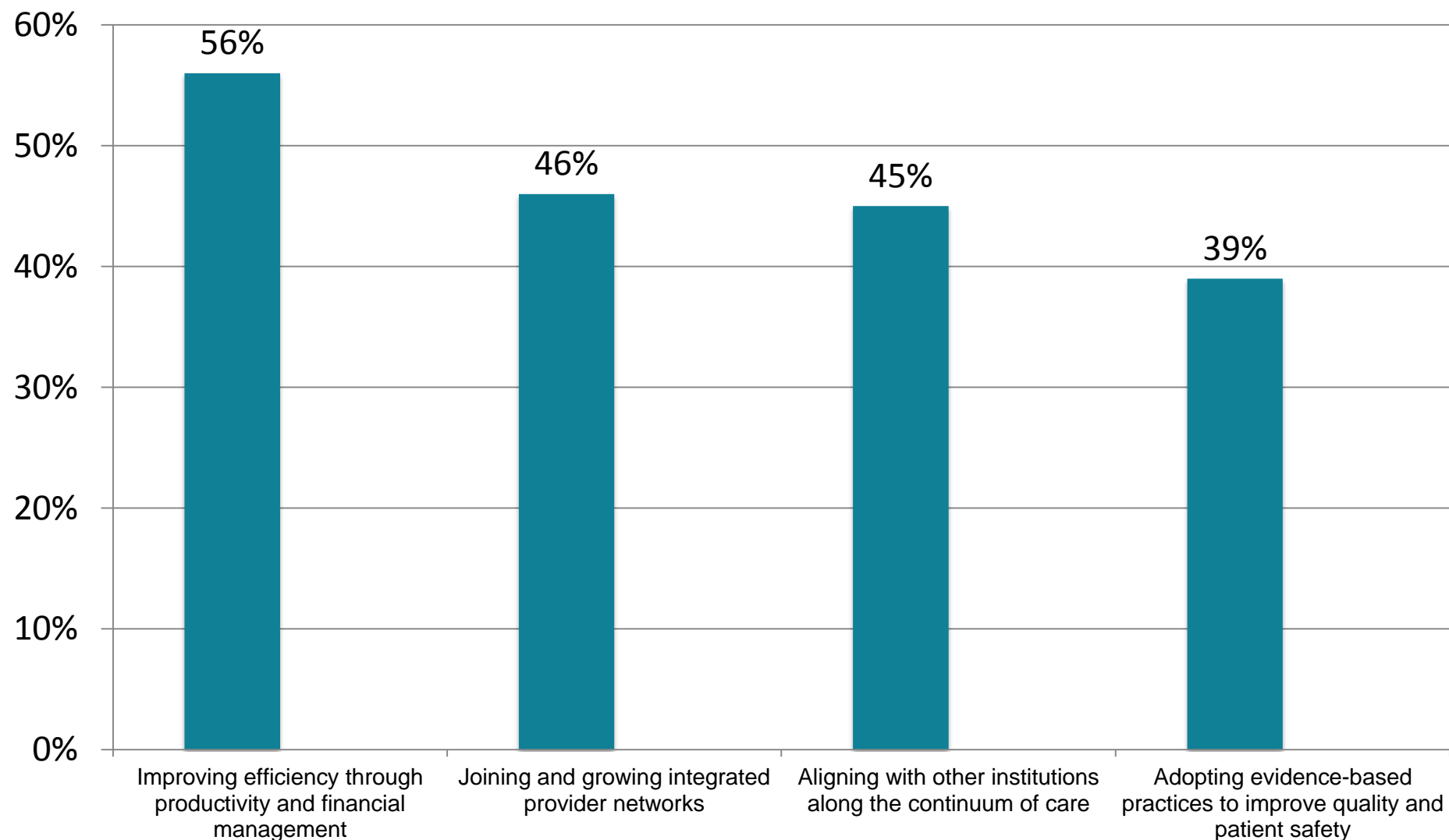
- **North Memorial is a regional leader in advanced medical care, serving communities in Minneapolis for over 50 years.**

- **Services:**

- Level 1 Trauma Care
- 2 Hospitals and Emergency Departments
- Primary Care Clinics
- Specialty Care Clinics
- 600+ Hospital beds
- 75+ Bassinets
- HIS: Epic



Top C-Suite Hospital Priorities: Next 3 Years





2014 Strategic Priorities

A light blue icon depicting a person with a stethoscope around their neck.

Care
Coordination

A light blue icon showing two stylized human figures, one slightly behind the other.

Quality
and Patient
Experience

A light blue icon featuring several interlocking gears of different sizes.

Operational
Efficiency

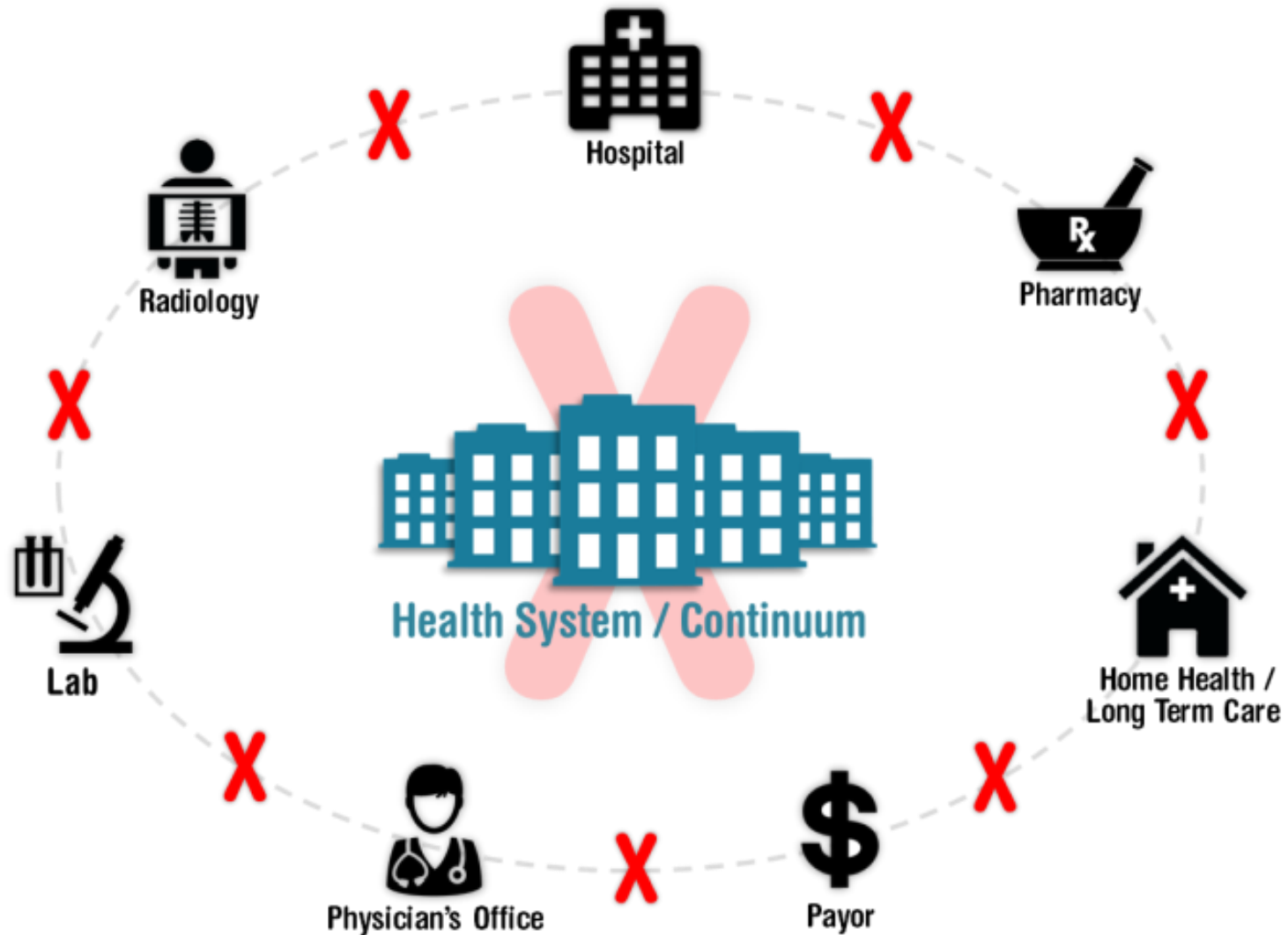
A light blue icon showing a large dollar sign and a bar chart with three bars of increasing height.

Profitable
Growth

- **Are these challenges you face in your hospital or health system?**
 - Aligning all departments across the hospital and health system
 - Struggling to gain real-time visibility into performance metrics
 - Communication and data silos



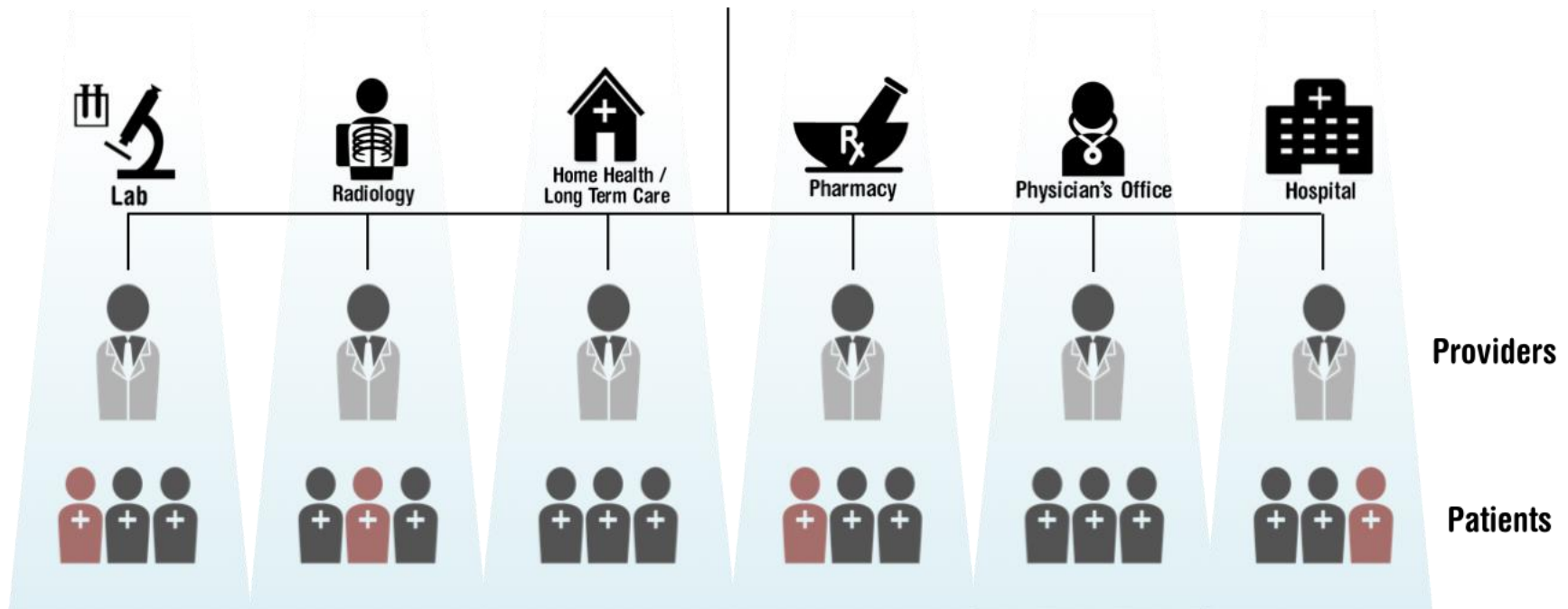
Healthcare Lacks Relationship Management

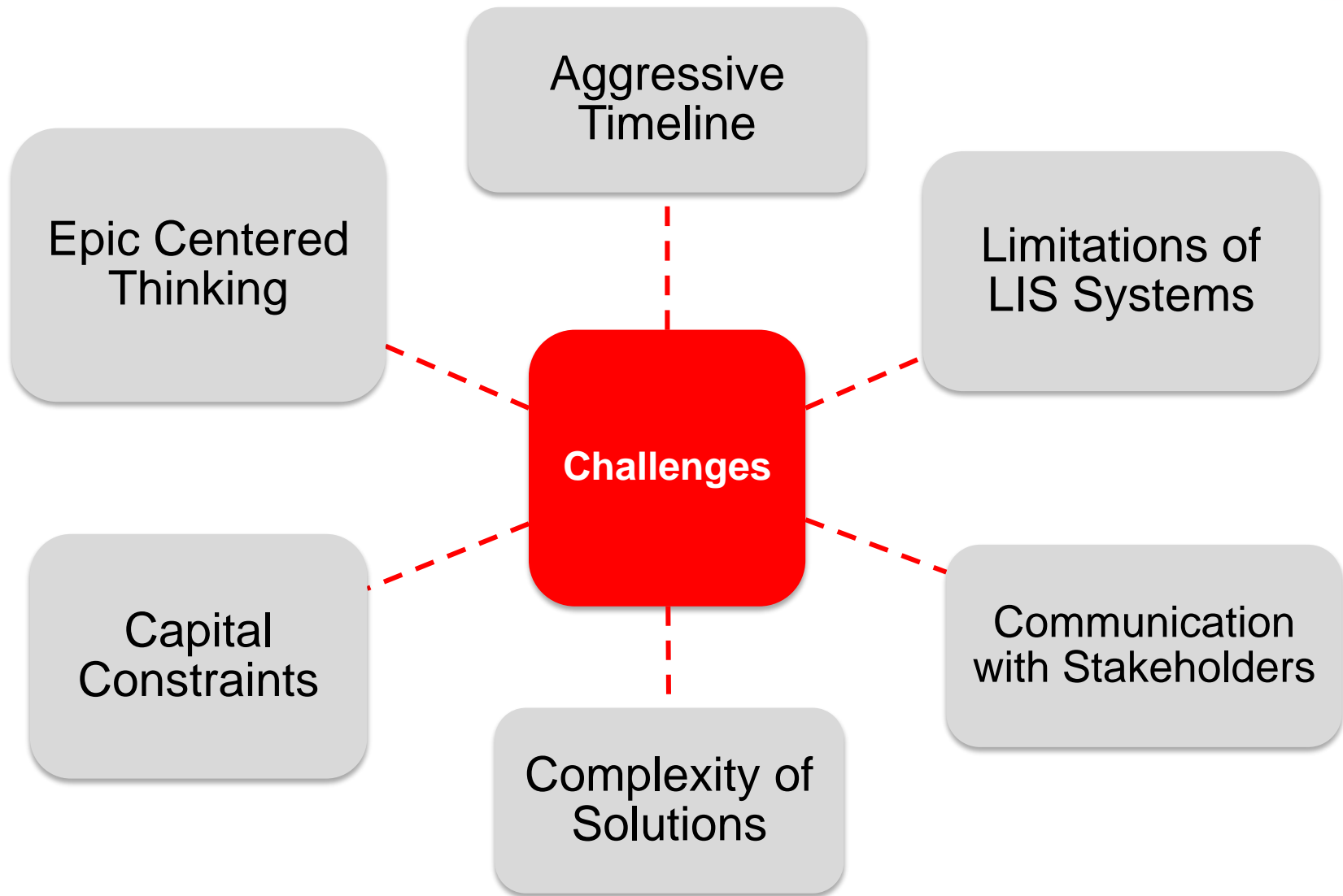


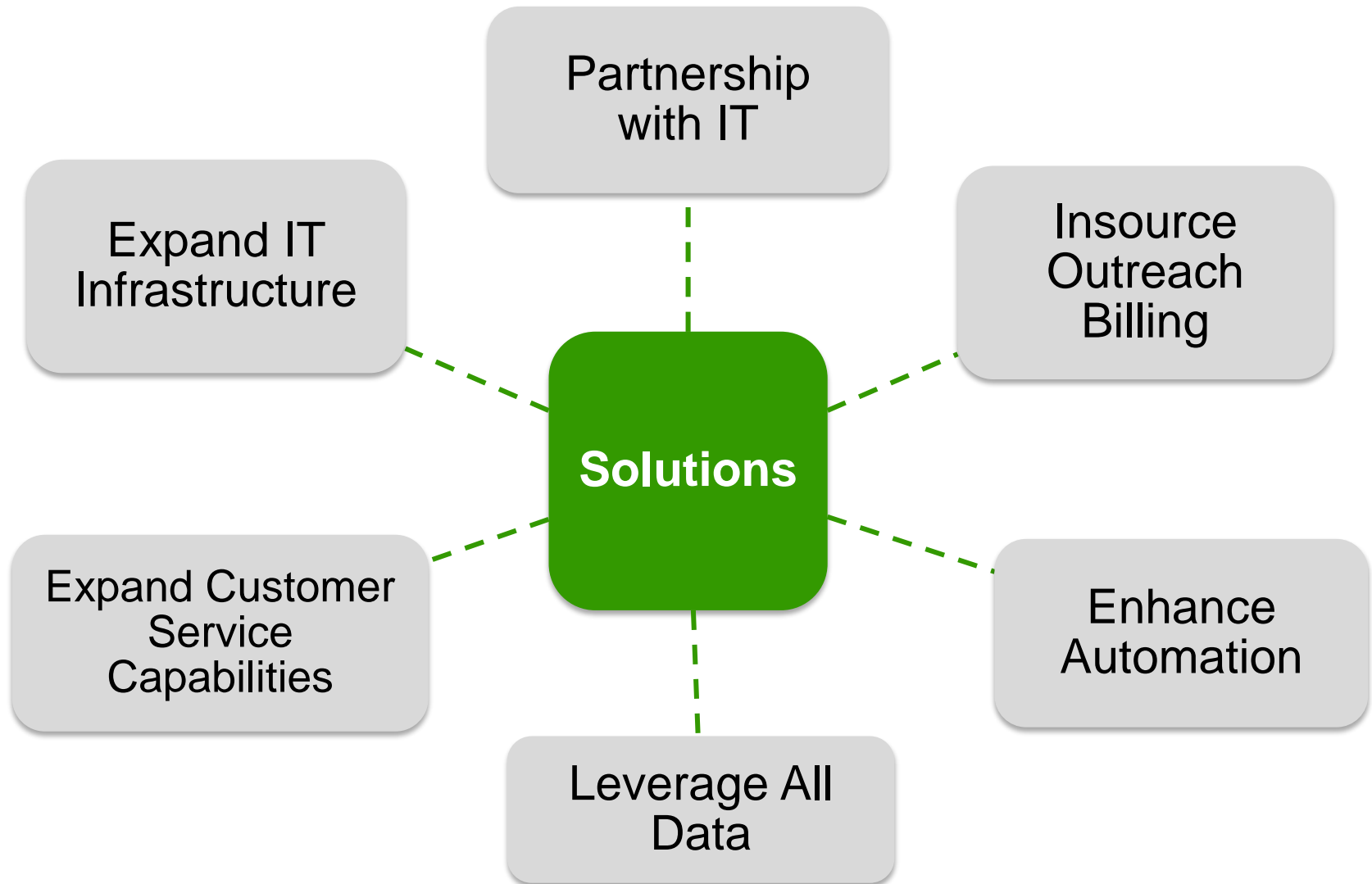
Patients Span Multiple Silos



Health System / Continuum



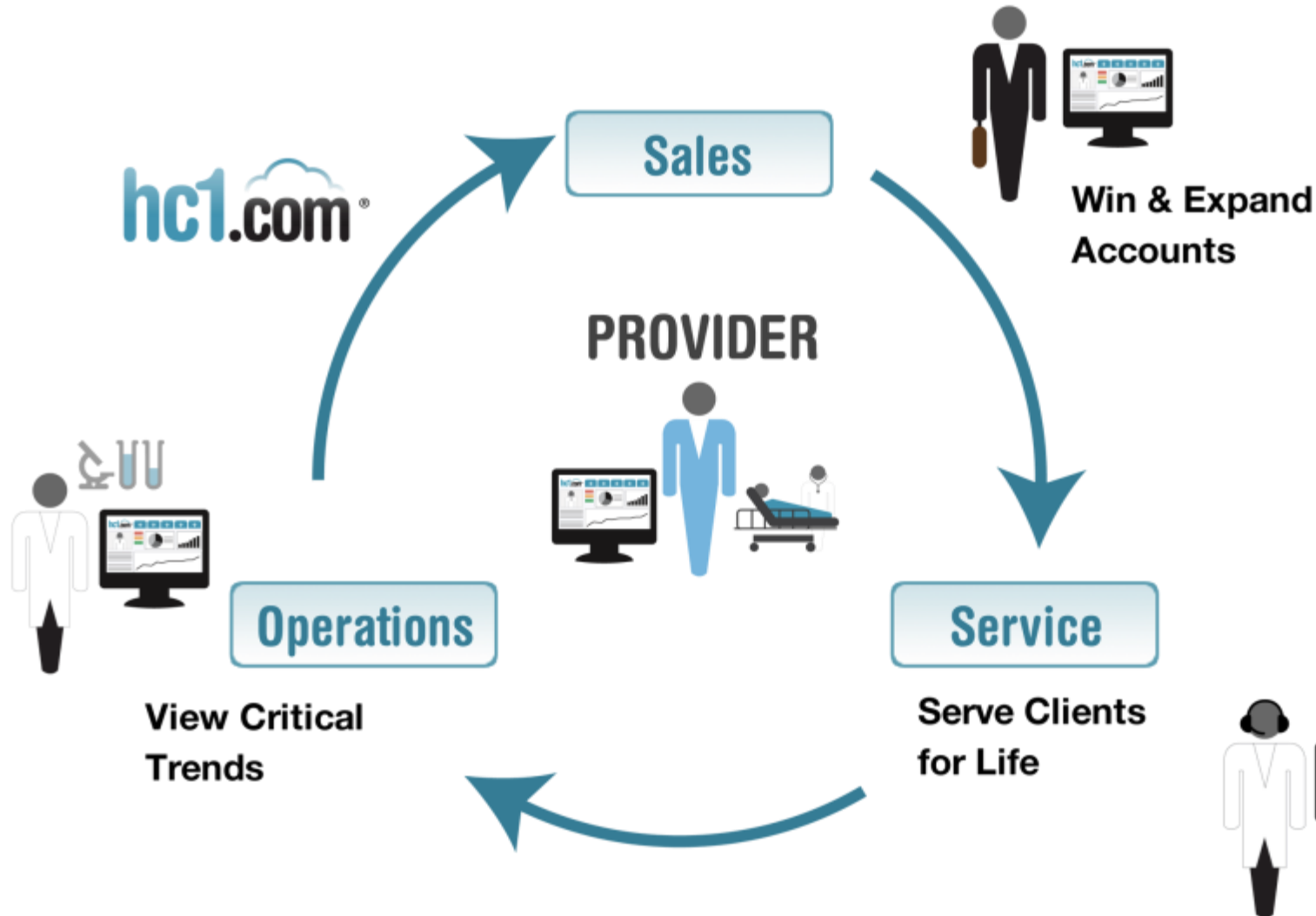




Getting Stuck at Information



Today: 100% Accountability



Strategies to Foster Accountability and Efficiency

1. Create a Hub of Critical Intelligence

1. Eliminate Communication and Data Silos

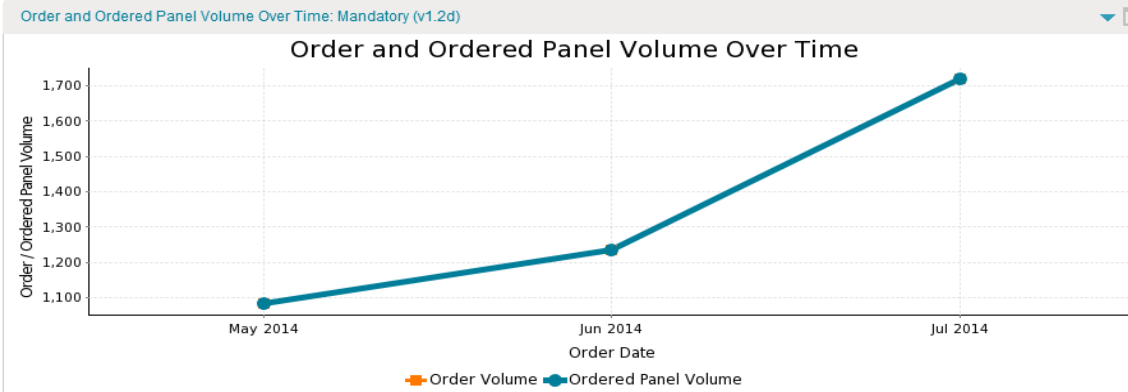
1. Achieve Ongoing Visibility Into Key Performance Metrics

1. Align Every Department to Optimize Value

Create A Hub of Critical Intelligence



Critical Intelligence: Account Metrics



Filters

Sales Territory

North Memorial

Select [All](#) | [None](#)

Account

Confidential

Account Number

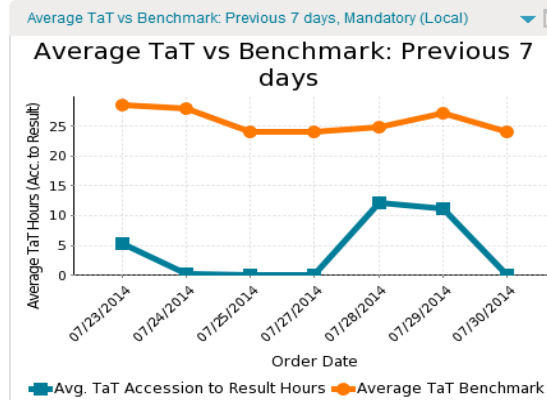
Client

[Reset](#) [Go >](#)

Links to the HRM: Account (v1.2d)

Confidential

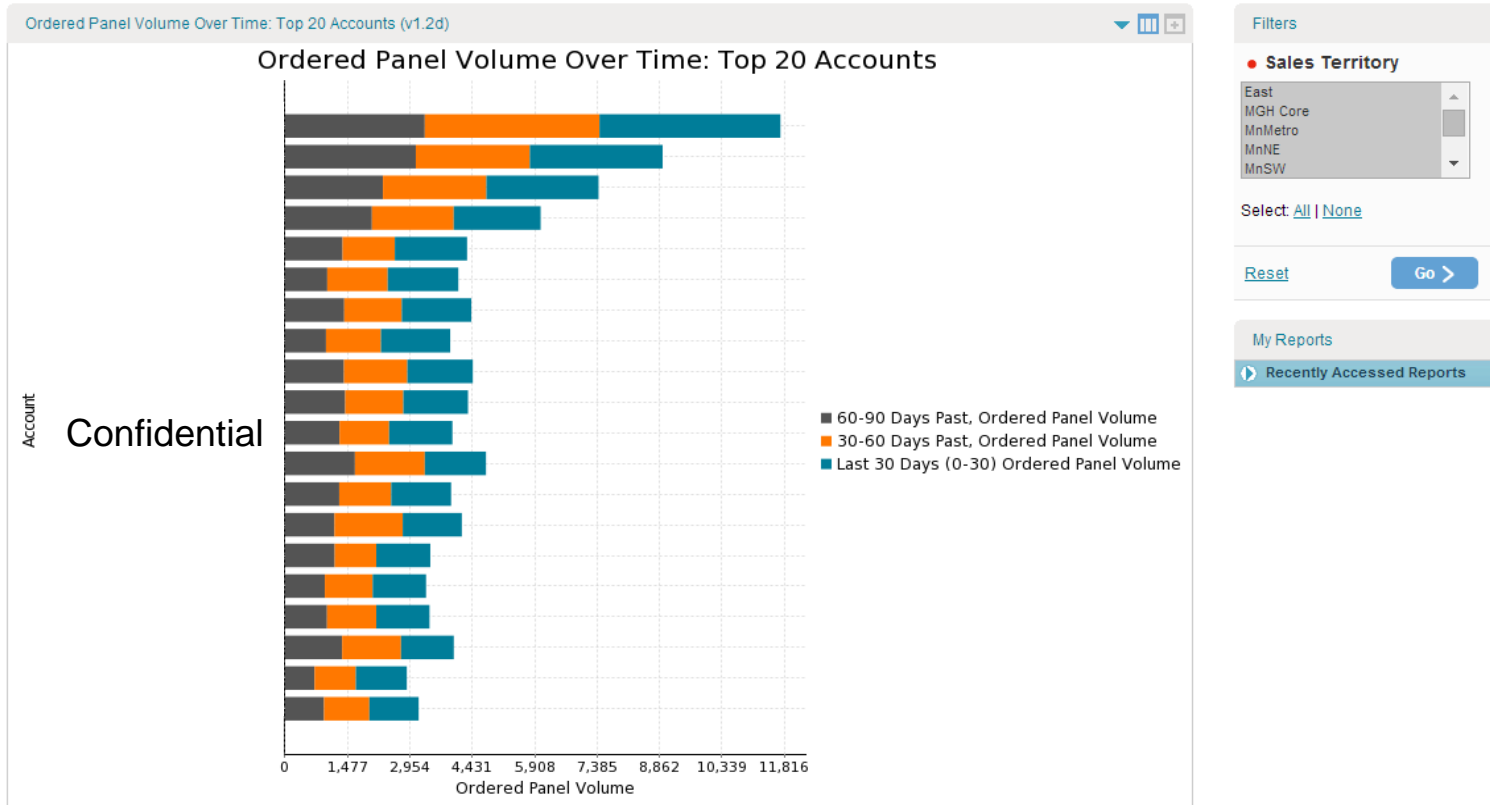
Location	Map
HRM Account Details	View
Case Creation	New Case
Task Creation	New Task
Memo Creation	New Memo
Opportunity Creation	New Opportunity



Critical Intelligence: Top Accounts

Dashboard

(v1.1d) Opportunity Pipeline (Local) Sales Rep Performance (Local) Retention Overview (v1.1d) Sales Volume (v1.1d) Add Tab Delete



Eliminate Communication and Data Silos



Eliminate Silos: Task List

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Courtney Hauser ▾

Help ▾

Recent Items ▾



Welcome Back, **Courtney.**

4 Notifications

Messages

All



► Quick Filter

			Type	Subject	Received	Sender	Relationship	Update	
			Case	At Risk Client	08/01/2014 at 11:44AM	Stacy Uland	Subscriber	Subscribed	
			Case	Please ship the following supplies	08/01/2014 at 11:43AM	Stacy Uland	Assignee	Assigned	
			Case	Missing report	04/02/2014 at 04:20PM	Brenda Earley	Assignee	Completed	
			Task	Visit needed	04/02/2014 at 11:16AM	Courtney Hauser	Creator	Modified	
			Case	Test	04/02/2014 at 12:33PM	Brenda Earley	Assignee	Assigned	

« < 1 - 5 > » out of 5

Page: 1 Go

Rows per page: 10

[Switch to Mobile Site](#)

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Eliminate Silos: Case Assignment

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Communication Center Orders and Results Admin Clients Opportunities Contacts **My Activities** Dashboard Discussion BI Admin Reports

Save & Back Save Cancel

Case

Date 06/10/2014 15 : 22

Case Number New

Status Assigned to Supervisor

Subject * Dr. Springhill 963-987-9586

Description

Dr. Springhill's nurse Samantha called for liver profile results on MRN: 7859632 They had sent us 2 vials of blood. Lavender top was for CBC w/ diff & the other vial PST was for liver profile testing. Liver profile was not ordered and they didn't received any call regarding why there was an extra tube for this patient. There are future order in Epic for the Liver Profile. Tech who drew patient printed those off and sent with blood as well however it was not scan in. Please look into this. The ext to contact Samantha if you have any further question is 1x9685.

Client * Add Organization

Related Items

Add Related Item

Resolution

Resolved By Resolved By

Resolution

Category Phone Call

Subcategory Orders

Assigned To Confidential

Priority Normal

cc Users

cc other hc1 users

Contact

Resolved On

Root Cause

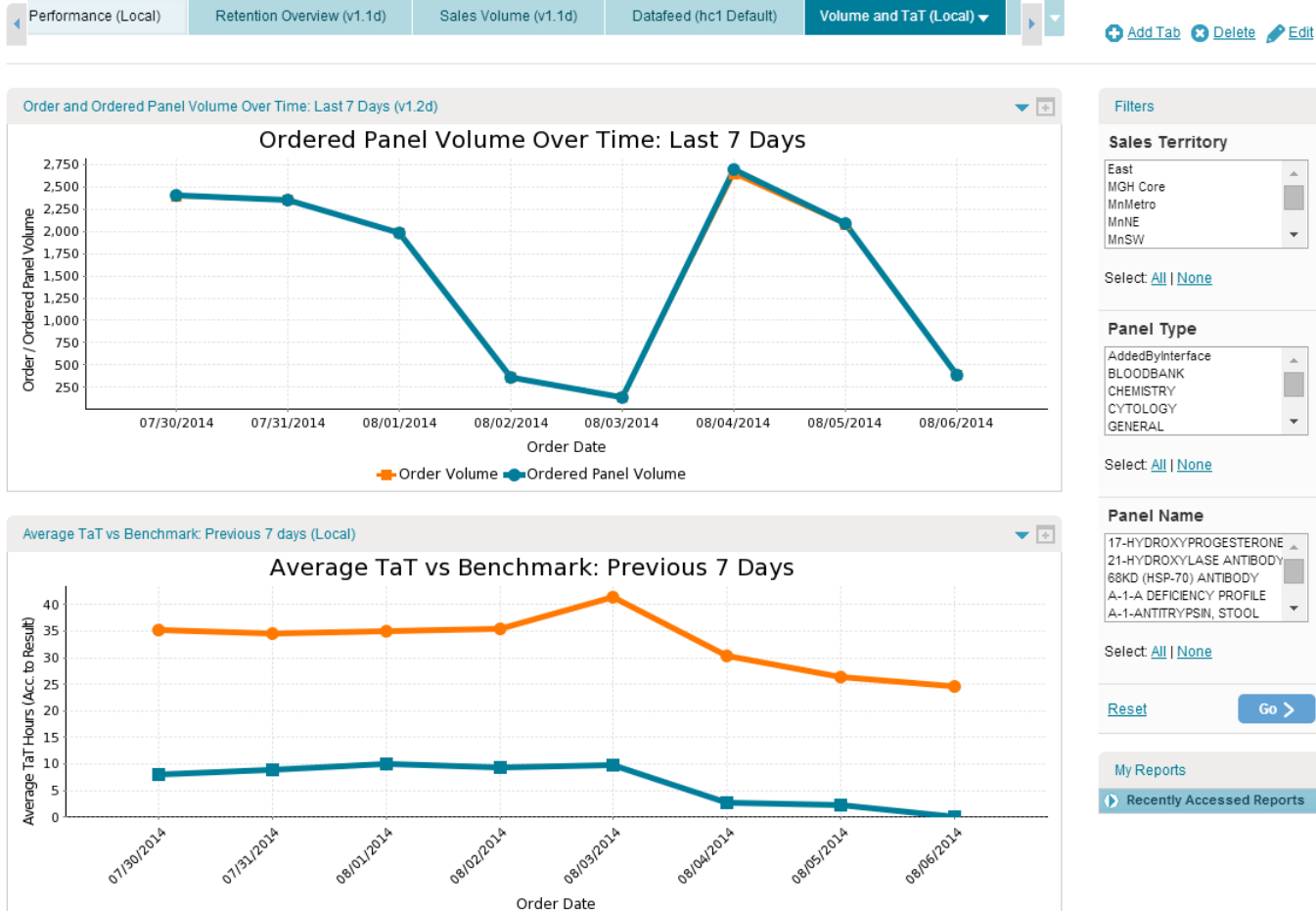
Corrective Action

Achieve Ongoing Visibility Into Key Performance Metrics



Performance Metric: Volume and TaT

Dashboard



Performance Metric: Case Overview

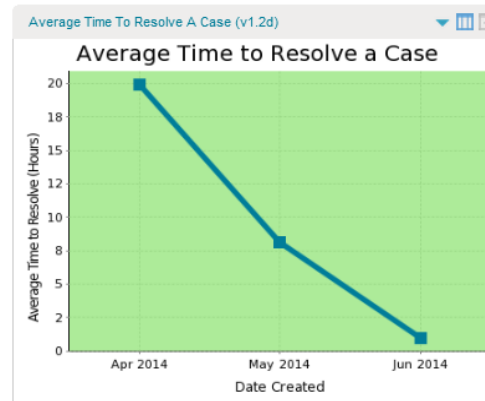
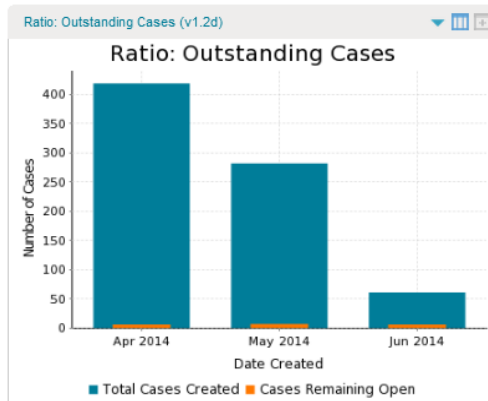
hc1.com



Communication Center Orders and Results Admin Clients Opportunities Contacts My Activities **Dashboard** Discussion BI Admin Reports

Activity Worklist Case Management (v1.1d) Service Agent Performance (v1.1d) Activity Usage (hc1 Default) Visits (v1.1d) Patient Search (v1.0d)

+ Add Tab - Delete



Filters

Case Filters

Root Cause

Collected On Wrong Patient
Communication
Communication Error
Courier Related Issue
Critical Value Not Called

Select: All | None

General Activity
Filters (Case and Task)

Activity Category

Appointment
Billing
Discussion
Email
Marketing

Select: All | None

Activity Owner

Confidential

Select: All | None

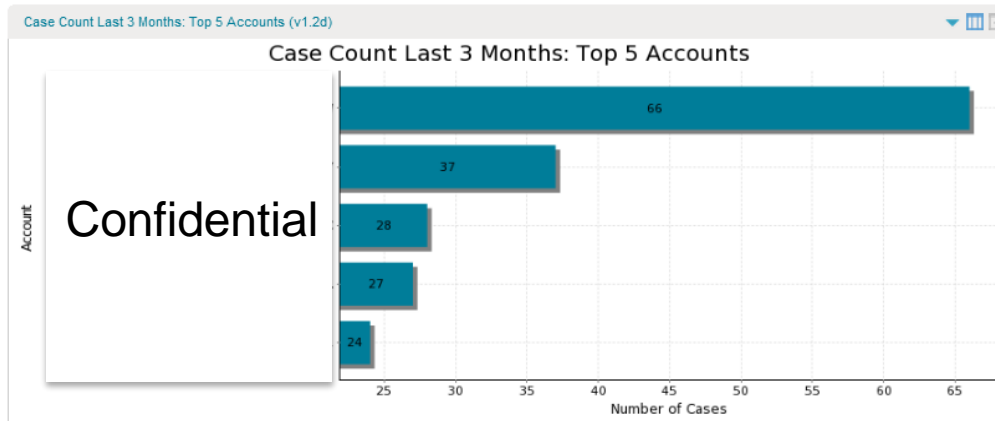
Sales Territory

North Memorial

Select: All | None

Reset

Go >



Performance Metric: Case Resolution

Activity Worklist

Case Management (v1.1d)

Service Agent Performance (v1.1d)

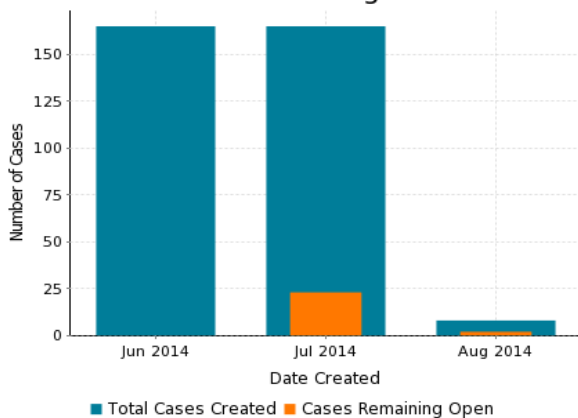
Activity Usage (hc1 Default)

Visits (v1.1d)

+ Add Tab * Delete

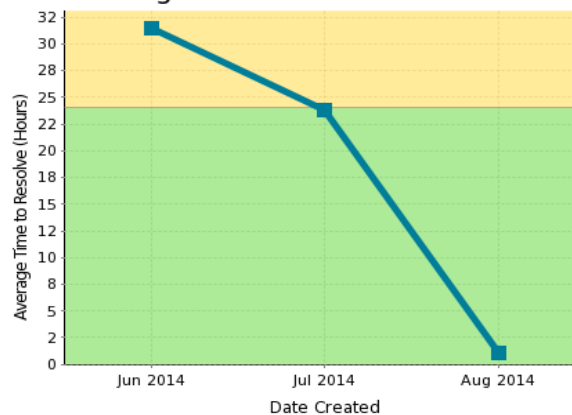
Ratio: Outstanding Cases (v1.2d)

Ratio: Outstanding Cases



Average Time To Resolve A Case (v1.2d)

Average Time to Resolve a Case



Filters

Service Agent

Confidential

Select: [All](#) | [None](#)

Case Filters

Root Cause

Analysis Error
Analytical Other
Billing Error
Blood Component Record Error
Blood Component Storage

Select: [All](#) | [None](#)

General Activity Filters (Cases and Tasks)

Activity Category

Appointment
Billing
Discussion
Email
Marketing

Select: [All](#) | [None](#)

Sales Territory

North Memorial

Case Details: Unresolved (v1.2d)

View	Status	Priority	Account	Date Created	Subject	Days Open
View	In Progress	Low	Confidential	05/29/2014	Set Up New Client	69
View	In Progress	Low		07/03/2014	Set up new client	34
View	In Progress	Low		07/07/2014	Billing	30
View	In Progress	Low		07/09/2014	Lithium draw on MR# 1190427 on 6/5/2014	28
View	In Progress	Low		07/09/2014	SET UP NEW CLIENT	28
View	In Progress	High		07/15/2014	SET UP NEW CLIENT	22
View	In Progress	Low		07/15/2014	SET UP NEW CLIENT	22
View	In Progress	High		07/15/2014	SET UP CLIENT	22
View	In Progress	Low		07/15/2014	NEW CLIENT SET UP	22
View	In Progress	Low		07/15/2014	CLIENT SET UP	22

Confidential

Align Every Department to Optimize Value



Optimize Value: Activity Tracking

Dashboard

Activity Worklist Case Management (v1.1d) Service Agent Performance (v1.1d) **Activity Usage (hc1 Default)** Visits (v1.1d) [+ Add Tab](#) [x Delete](#)

*** Activity Summary

Action Type	Count	%
Case	193	74%
Memo	2	1%
Opportunity	28	11%
Task	39	15%
	262	100%

*** Activities by Role

Role Name	User Count	Count of Activity Actions
Admin	2	84
Customer Service	2	157
Sales	1	72
Supervisors	3	21

Filters

• Date Range

07 / 01 / 2014
To:
08 / 06 / 2014

Activity Type

Case
Memo
Opportunity
Task

Select: [All](#) | [None](#)

User Role

User Name (Last, First)

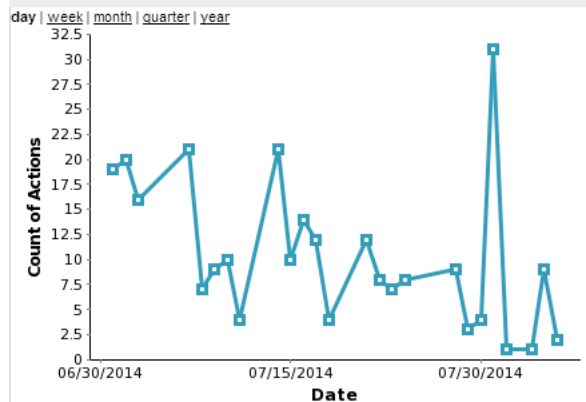
[Reset](#)

[Go >](#)

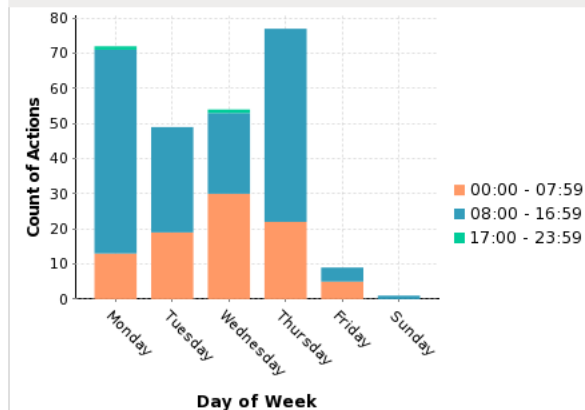
My Reports

[Recently Accessed Reports](#)

*** Activities by Date

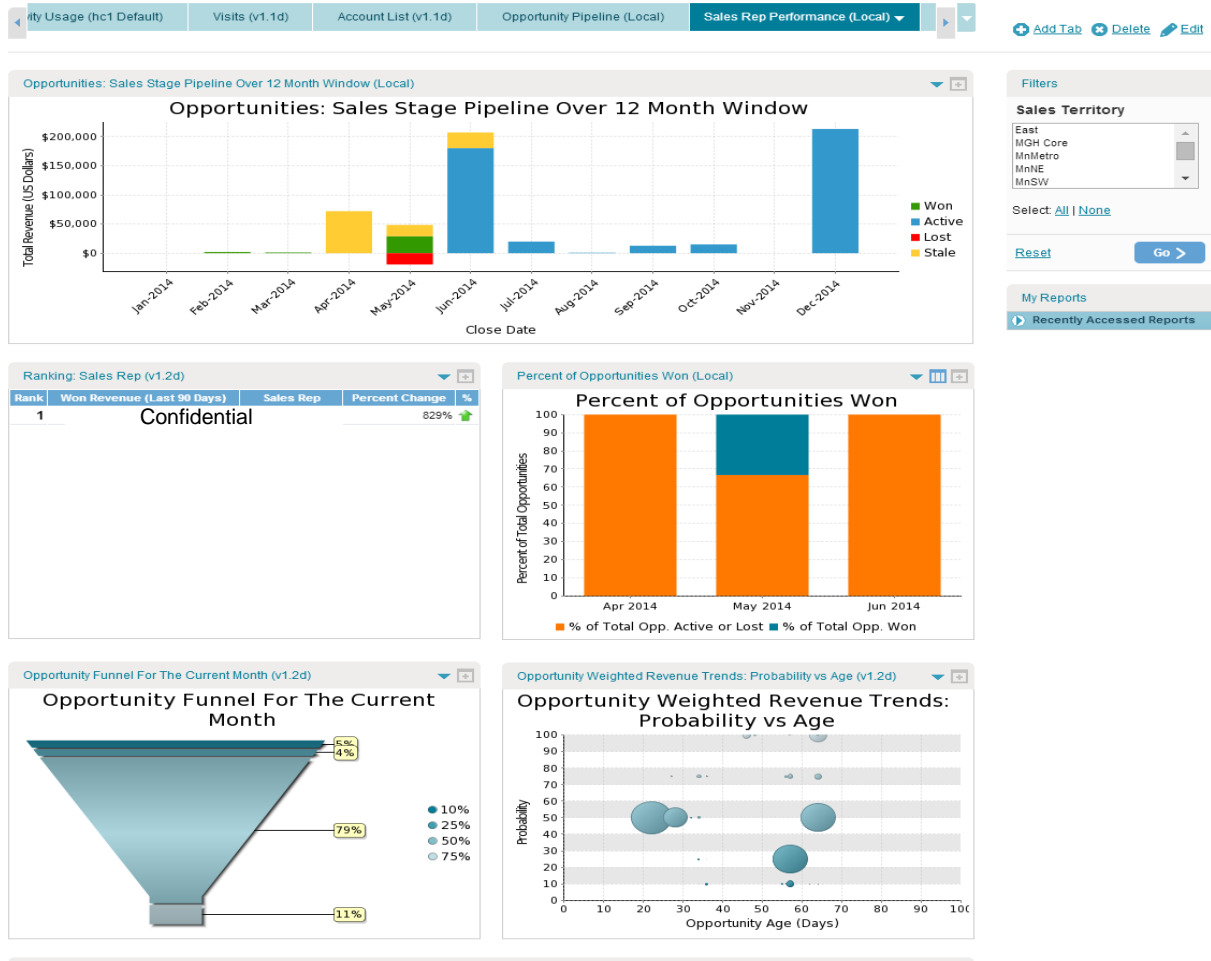


*** Activities by Weekday by Hour



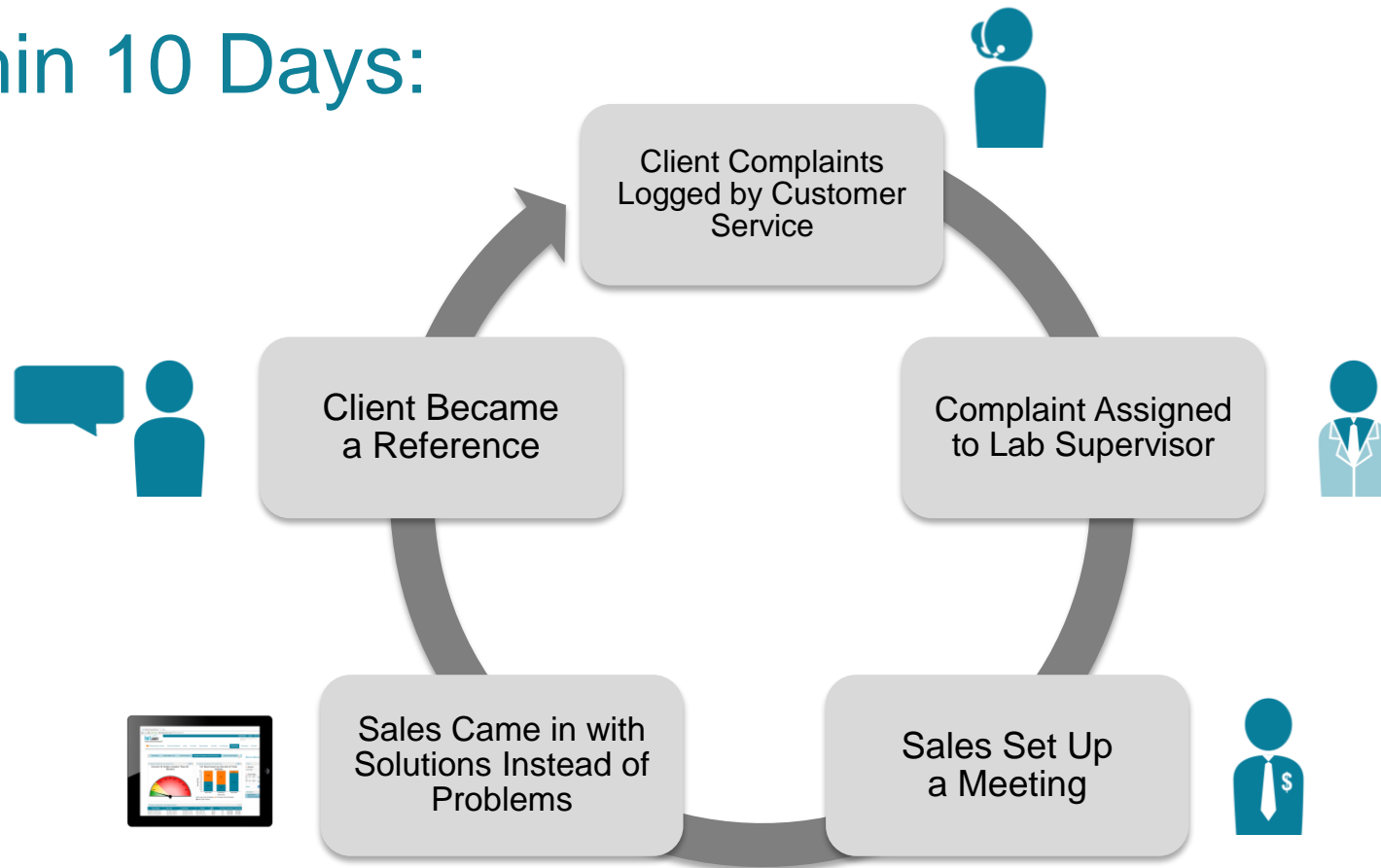
Optimize Value: Opportunity Analysis

Dashboard



Real World Example

Within 10 Days:



“We went in with a client at risk and came out with a client reference.”

Strategies to Foster Accountability & Efficiency:

- ✓ Shift the hospital lab from “cost center” to growth engine
- ✓ Eliminating communication and data silos
- ✓ Achieve ongoing visibility into key performance metrics
- ✓ Align all departments and optimize value



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hc1.com

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(by volume)

#1 Global Toxicology Lab
(by revenue & volume)

#1 Global Diagnostics Co.
(international volume)

#1 For-Profit Health System
(by revenue)

#1 Pediatric Lab
(by volume)



Proprietary and Confidential

Live Questions & Answers



Bobbi Kochevar
Dir. Of Care Management, Diagnostic and
Therapy Services
North Memorial Healthcare



Brad Bostic
CEO
hc1.com

Thank You!



Healthcare cloud software that allows labs, radiology groups, and health systems to personalize the healthcare experience for providers and patients.



Brad Bostic
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