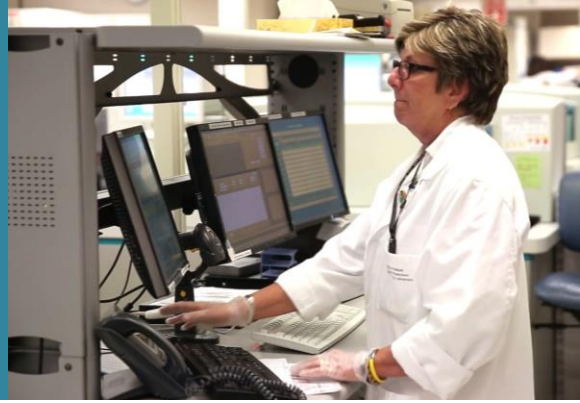
New Strategies that Foster Accountability & Efficiency



Featuring:

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

Brad Bostic
CEO
hc1.com

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

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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

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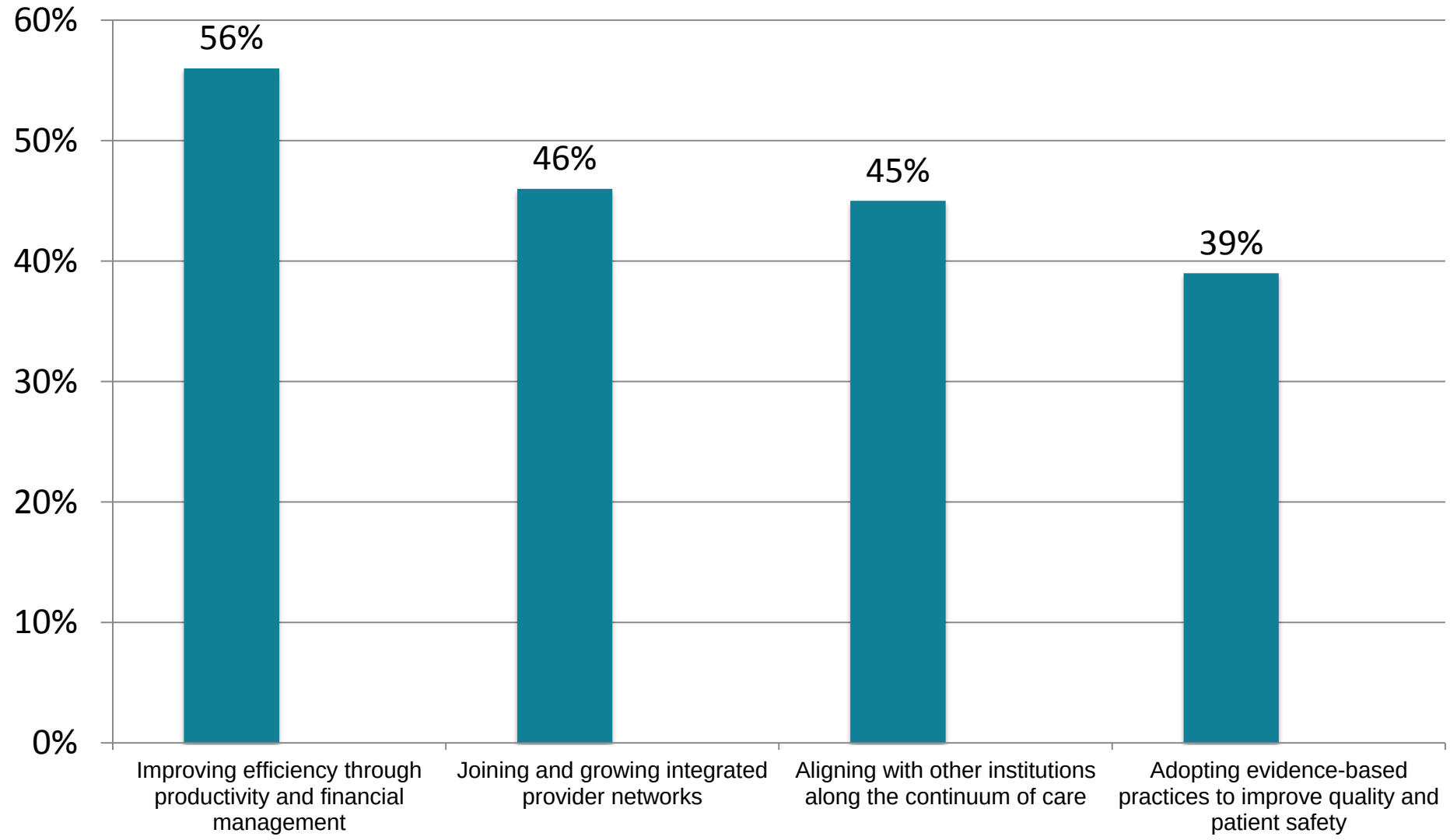
Top C-Suite Hospital Priorities: Next 3 Years



Source: Becker's Hospital

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The North Memorial Plan

North Memorial

2014 Strategic Priorities

- Care Coordination
- Quality and Patient Experience
- Operational Efficiency
- Profitable Growth

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Poll Question

- **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

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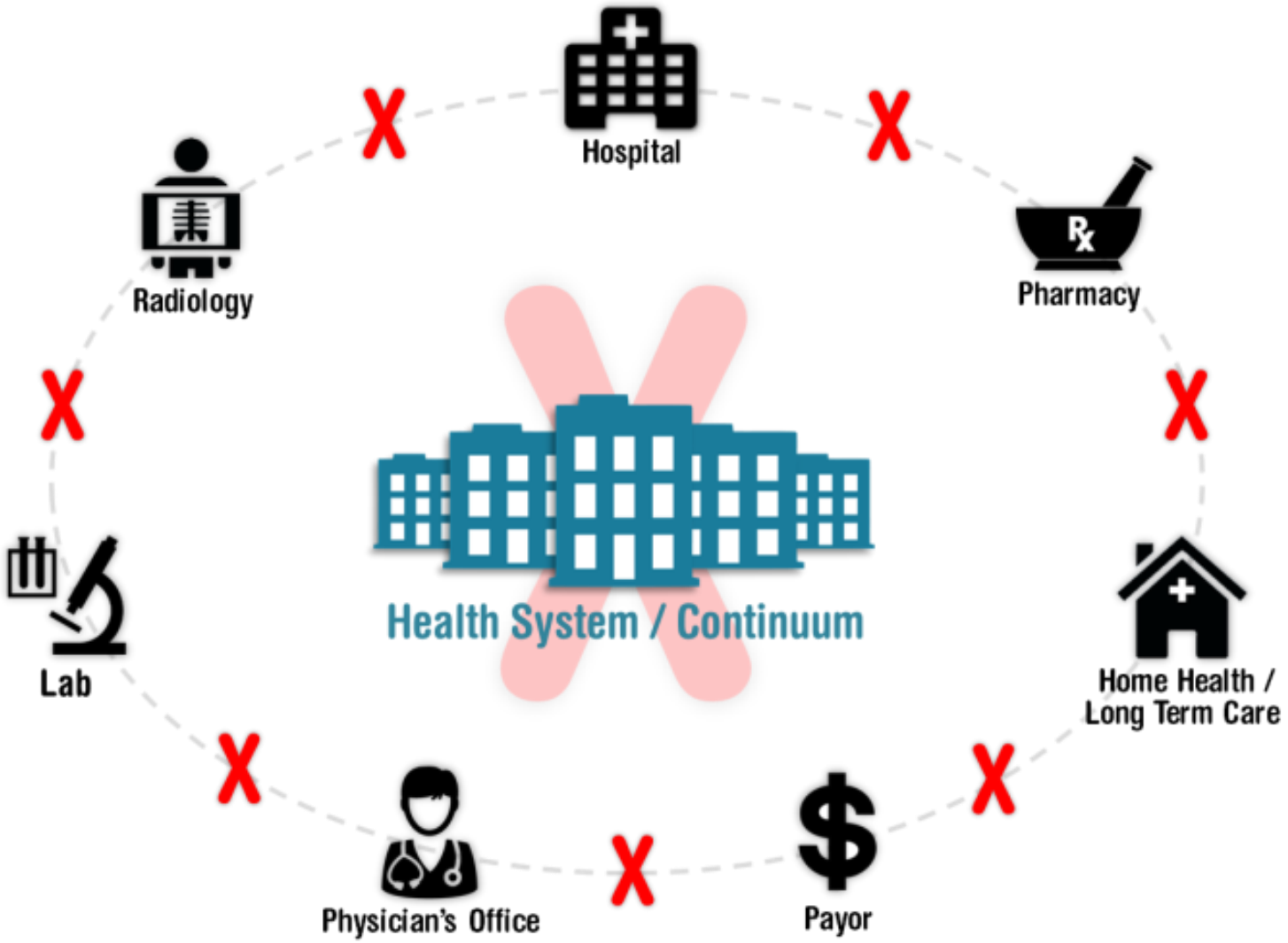
Healthcare Lacks Relationship Management



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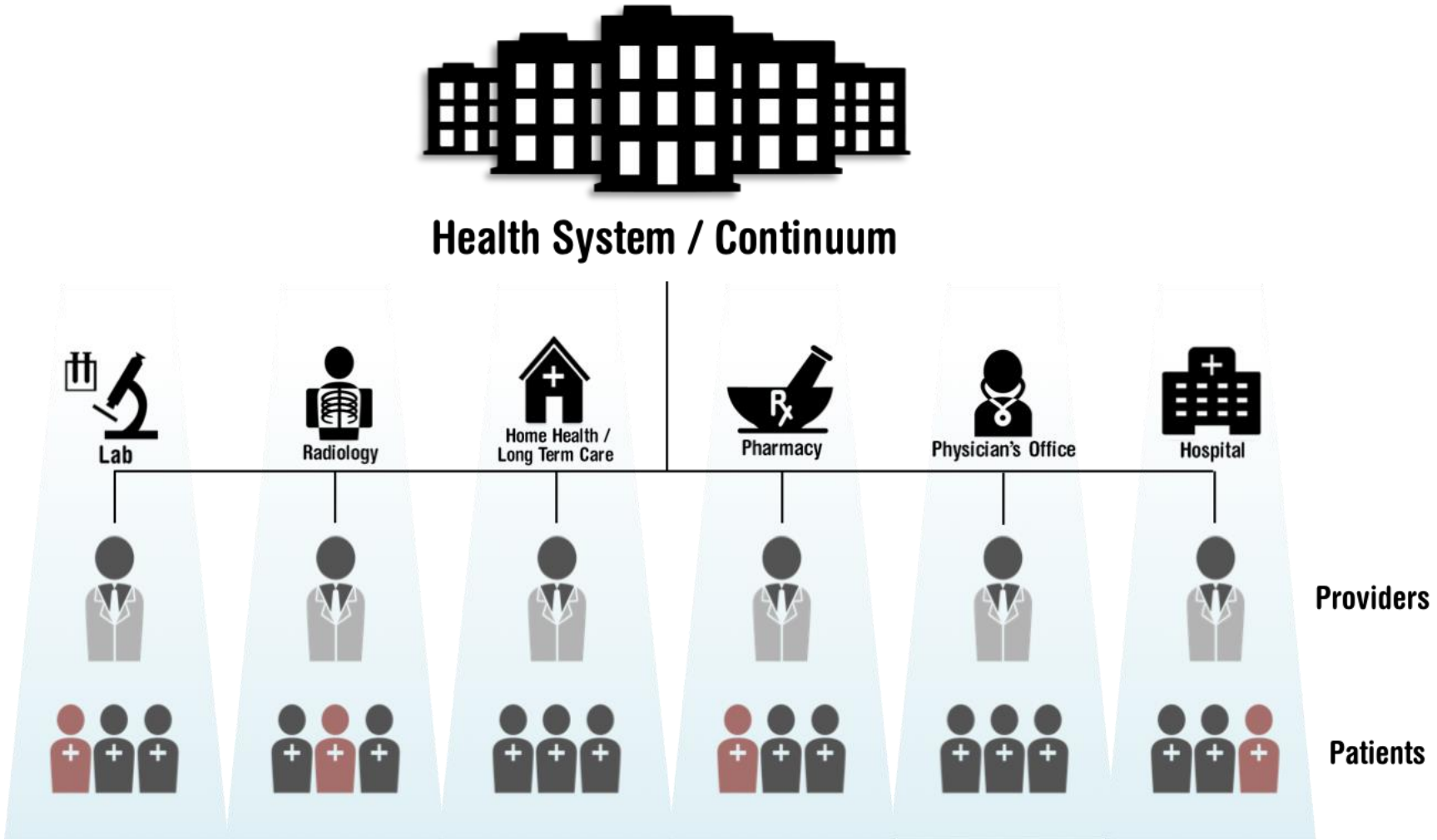
Patients Span Multiple Silos



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Lab Specific Trends Reflected Across Healthcare

- Longer Replacement Cycles
- Expanding IT Capabilities
- Standardizing Lab Testing
- Use of Business Intelligence Software
- Acquiring New Diagnostic Technologies

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Automation and Informatics: Perfect Storm

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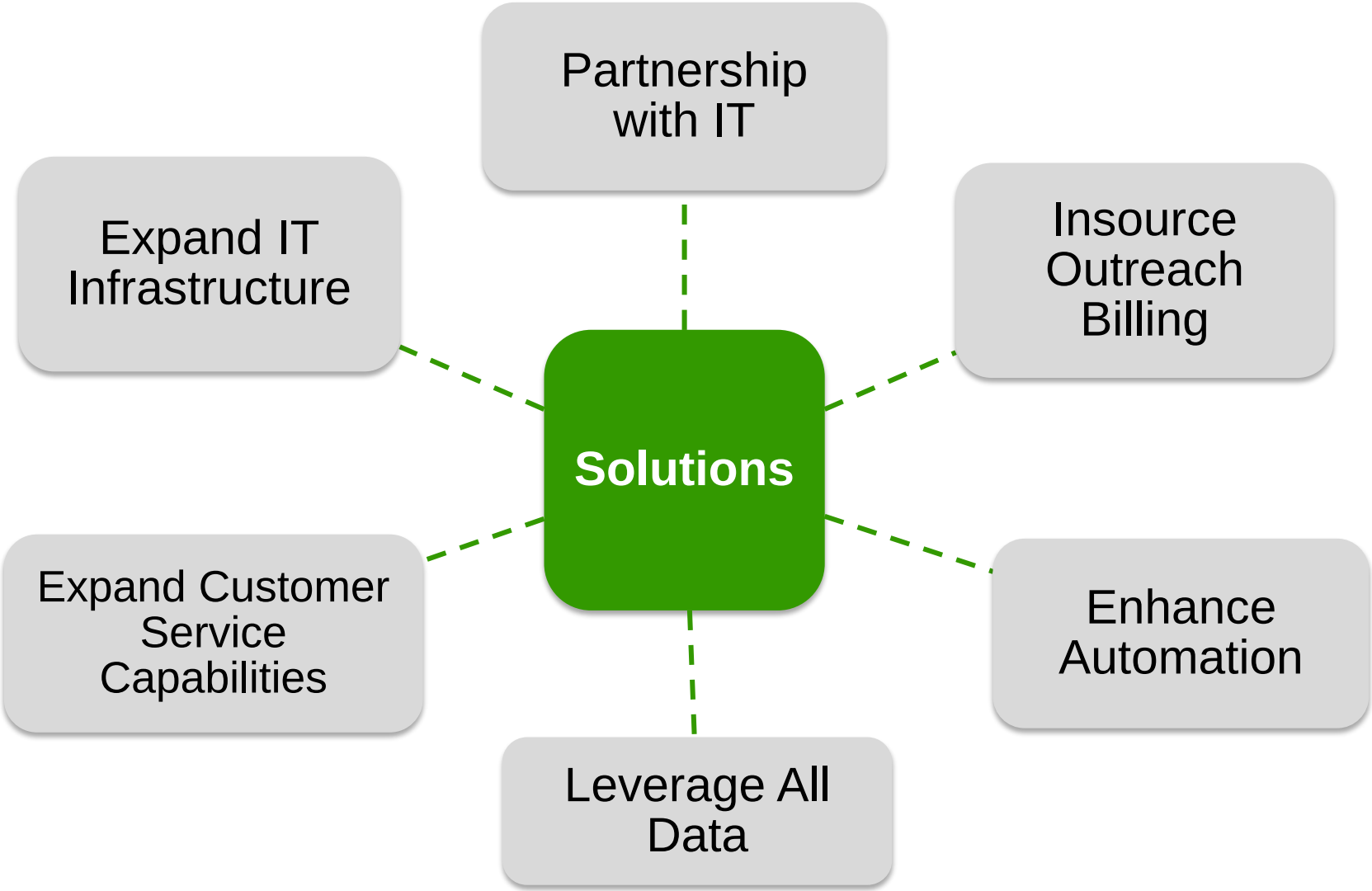
Automation and Informatics: Solutions



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Getting Stuck at Information

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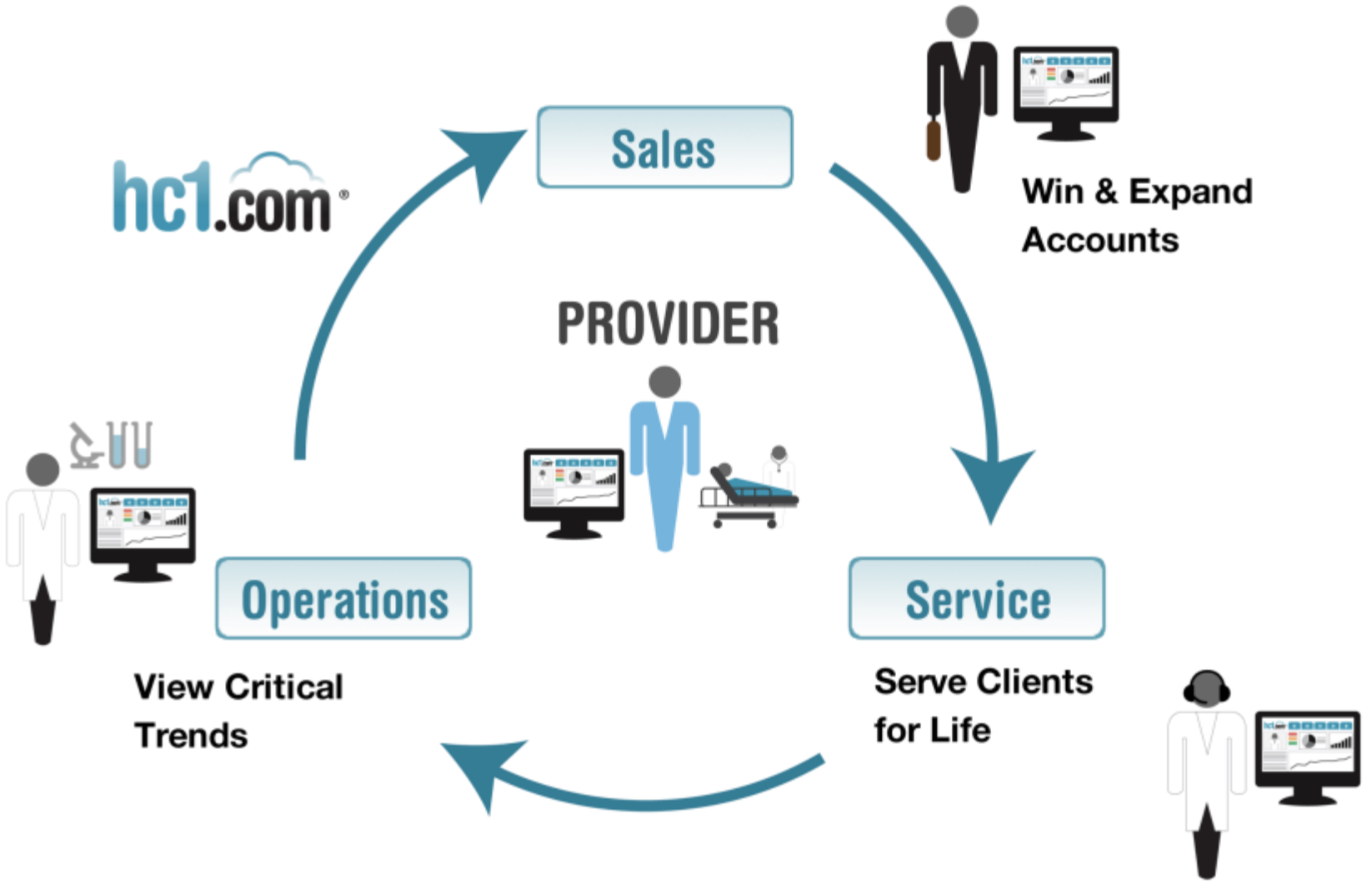
Today: 100% Accountability



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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

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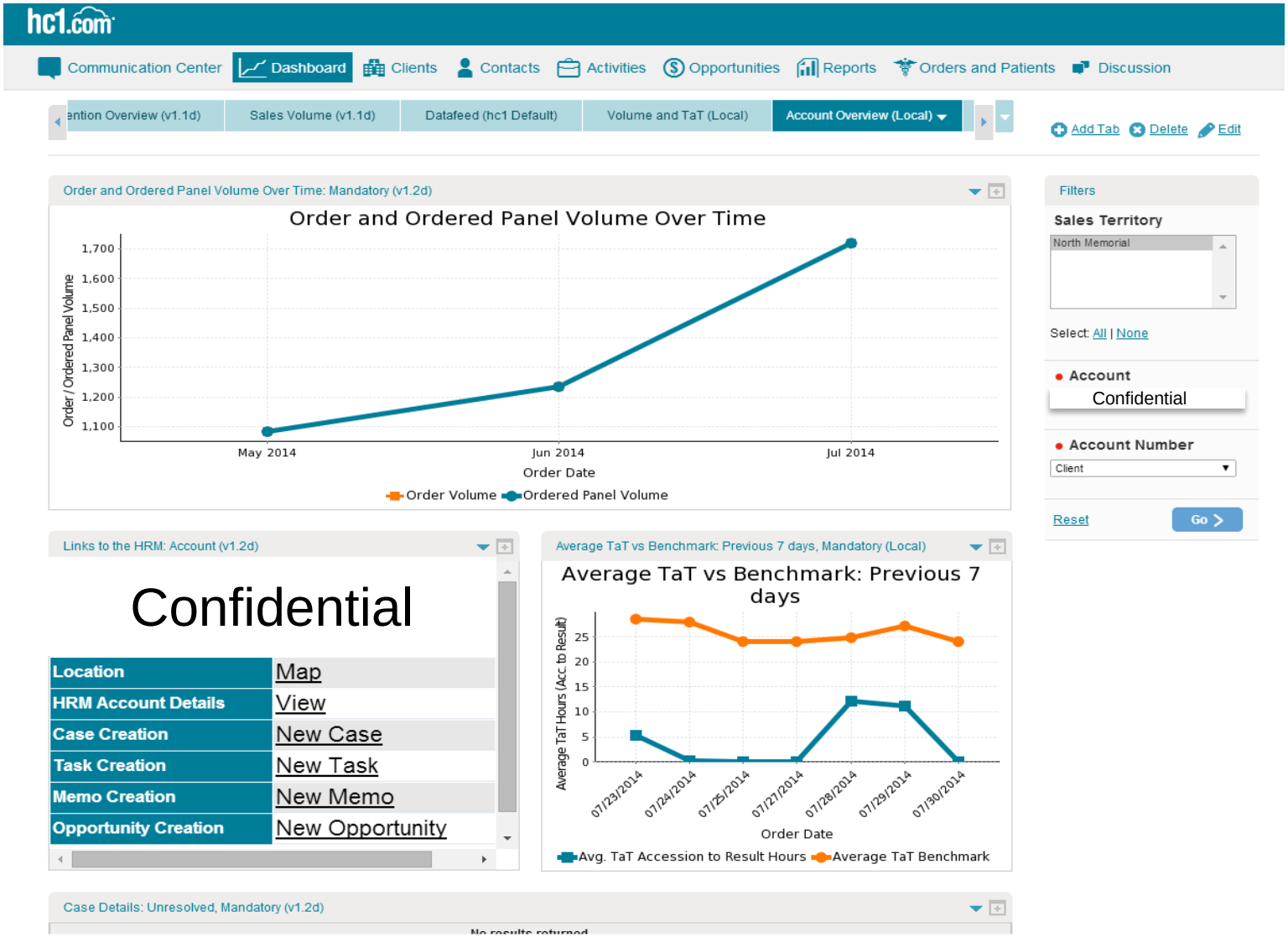
Create A Hub of Critical Intelligence

Critical Intelligence: Account Metrics



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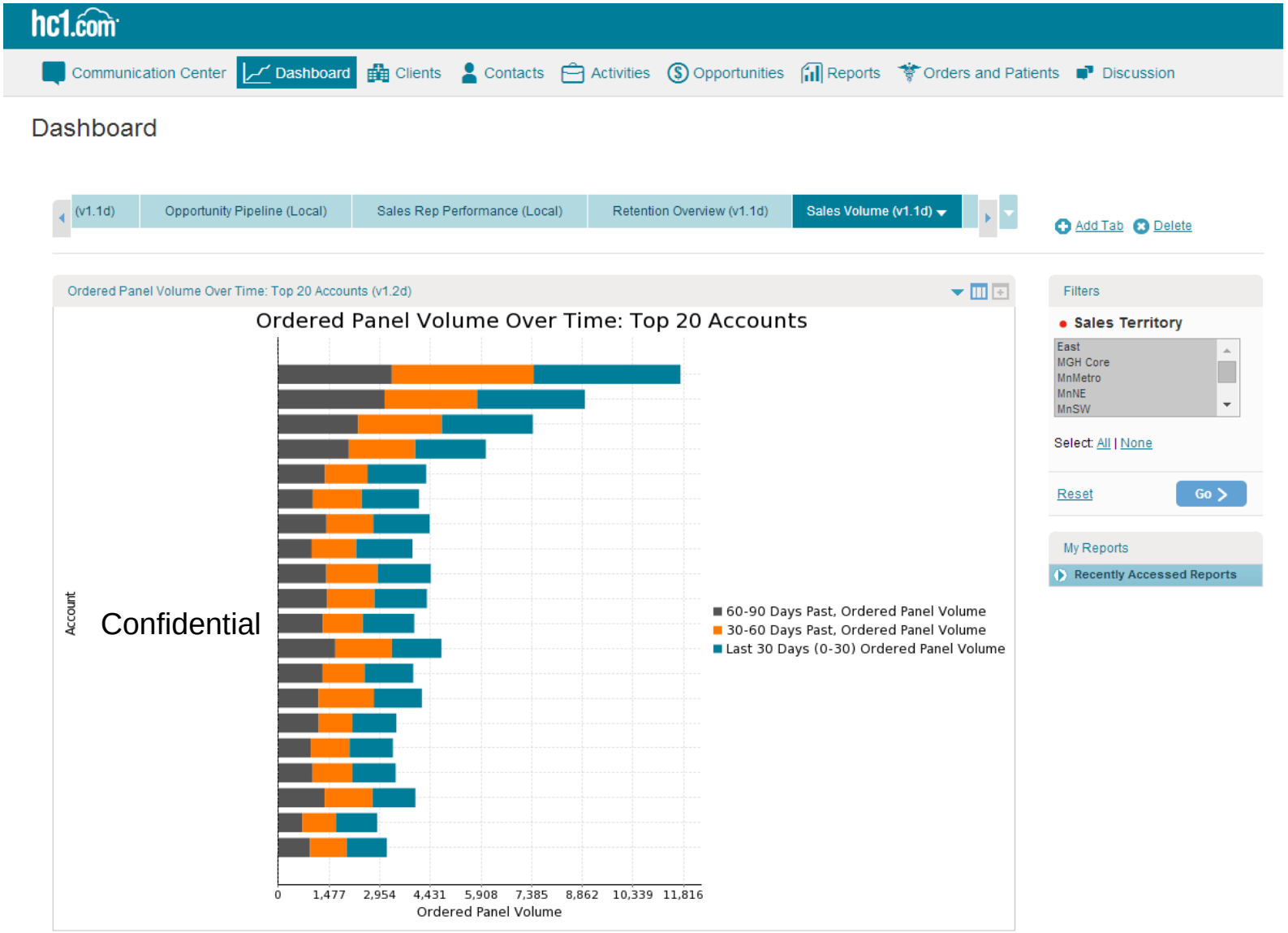
Critical Intelligence: Top Accounts



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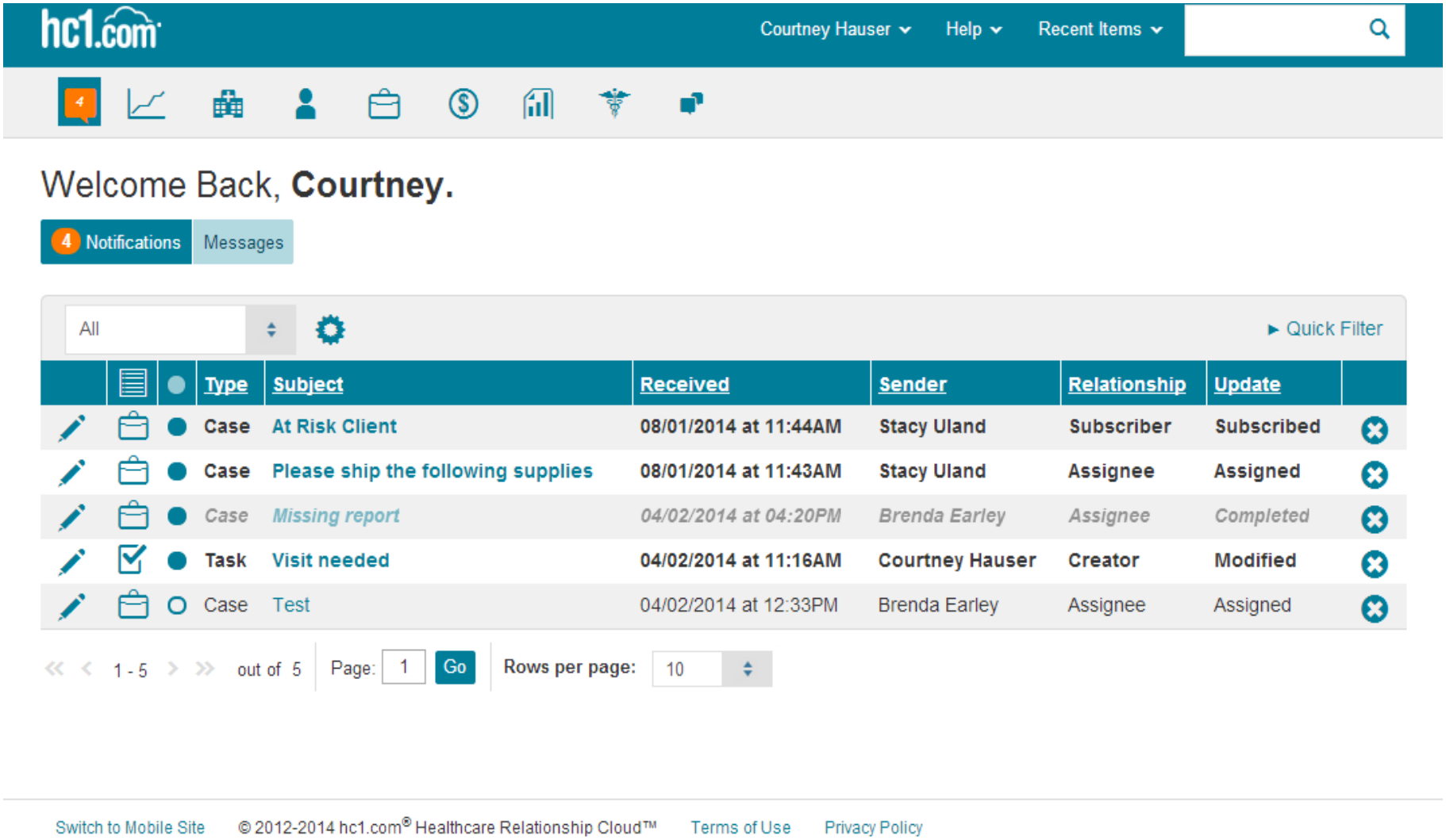
Eliminate Communication and Data Silos

Eliminate Silos: Task List



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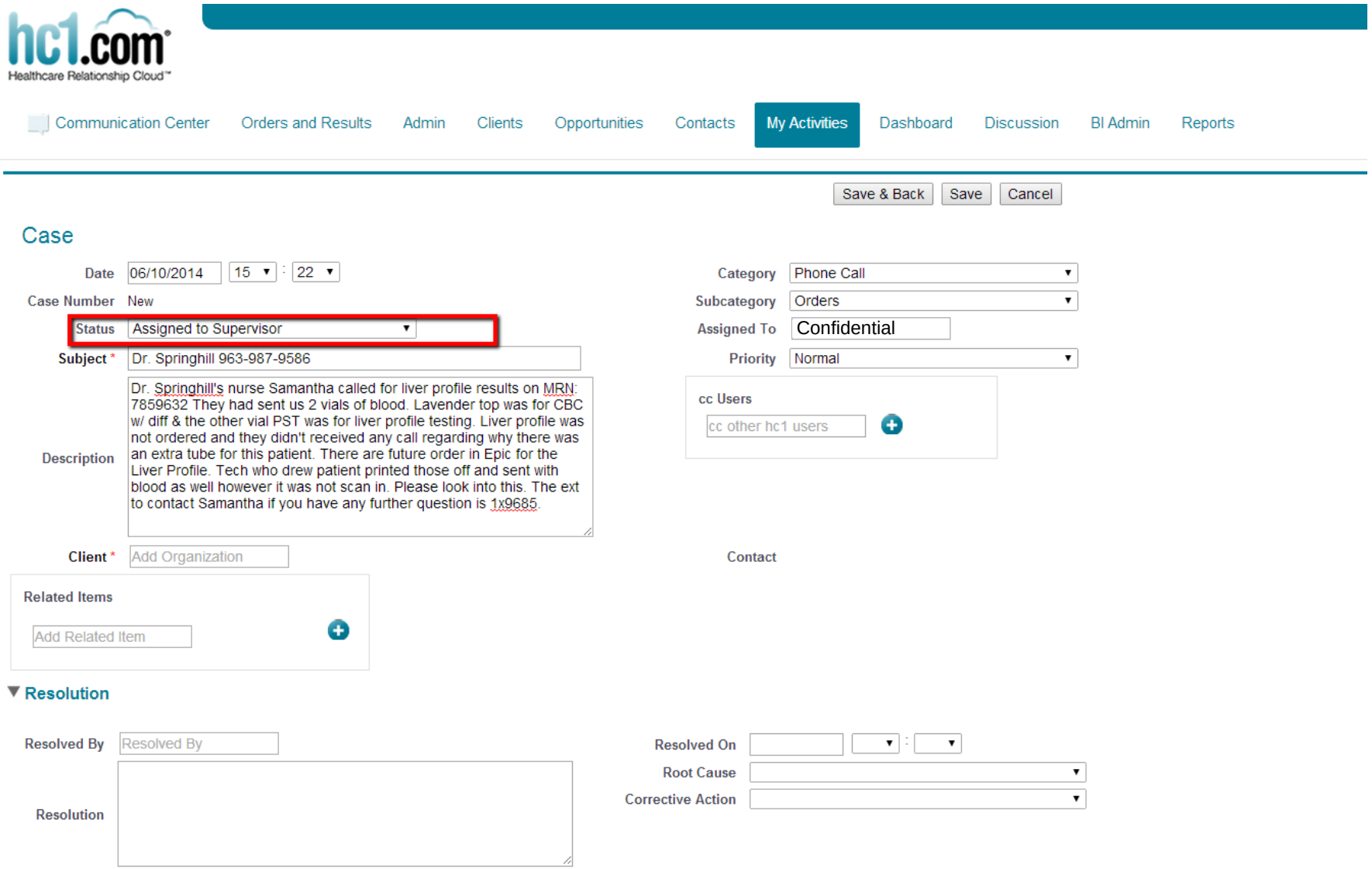
Eliminate Silos: Case Assignment



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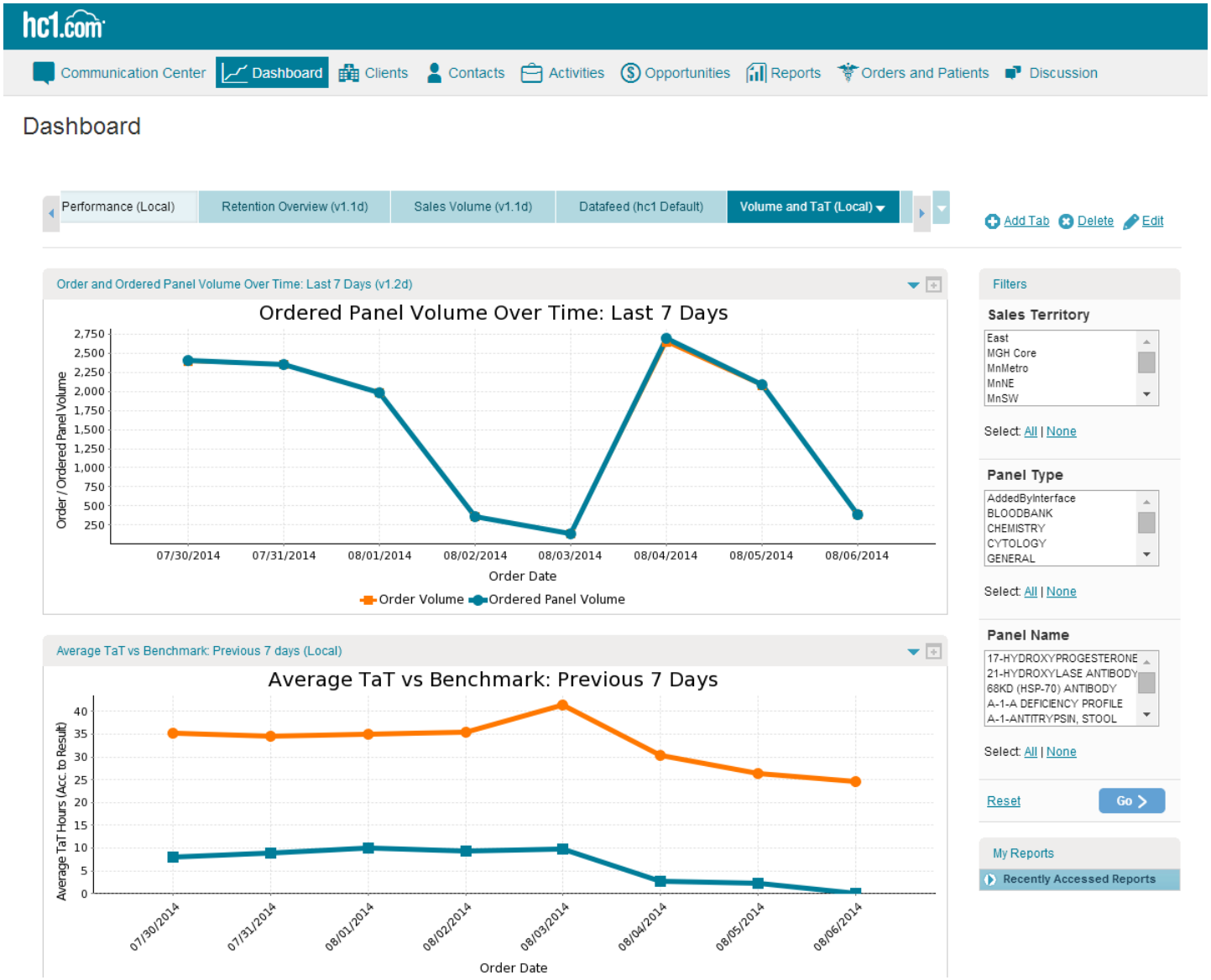
Achieve Ongoing Visibility Into Key Performance Metrics

Performance Metric: Volume and TaT



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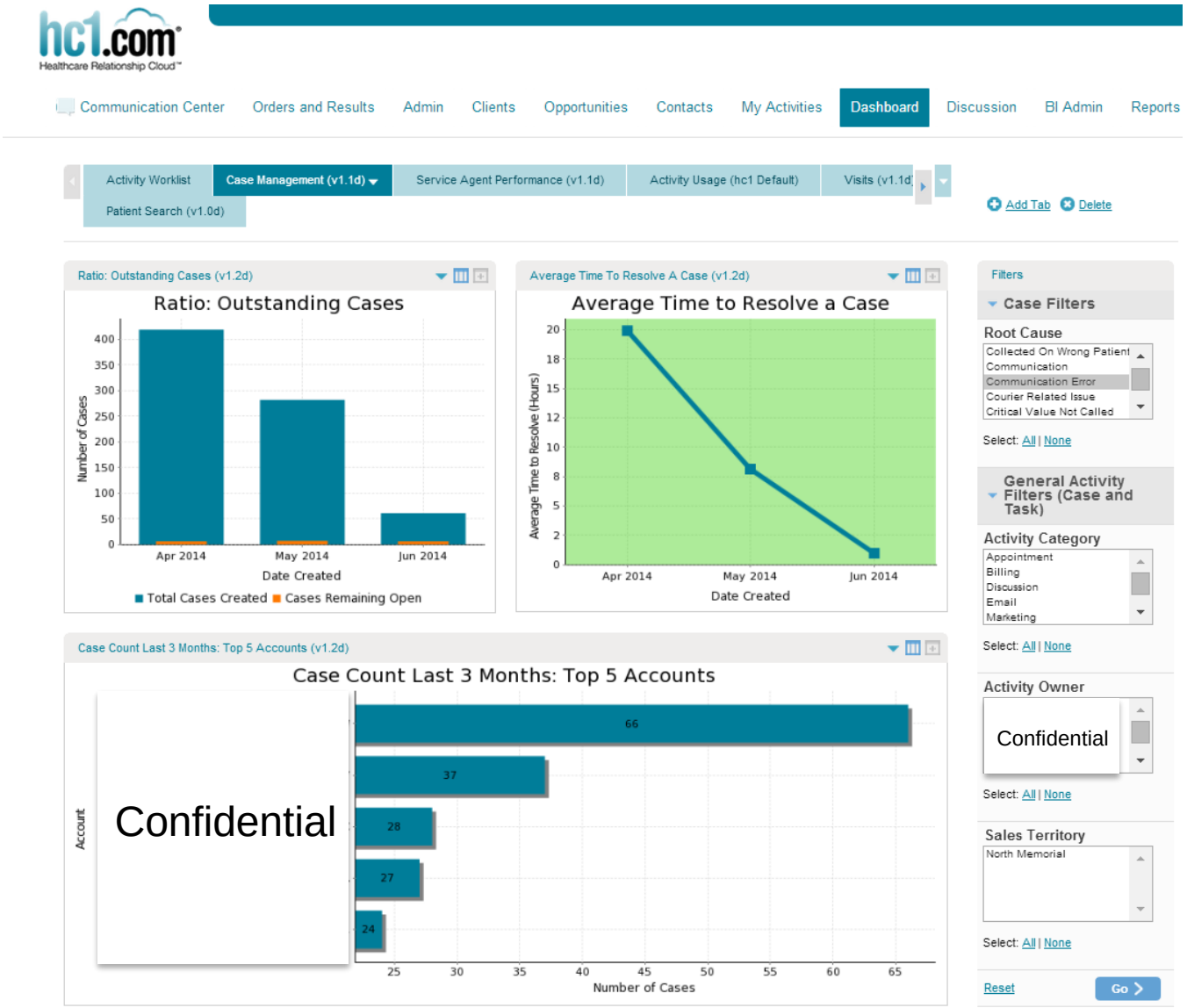
Performance Metric: Case Overview



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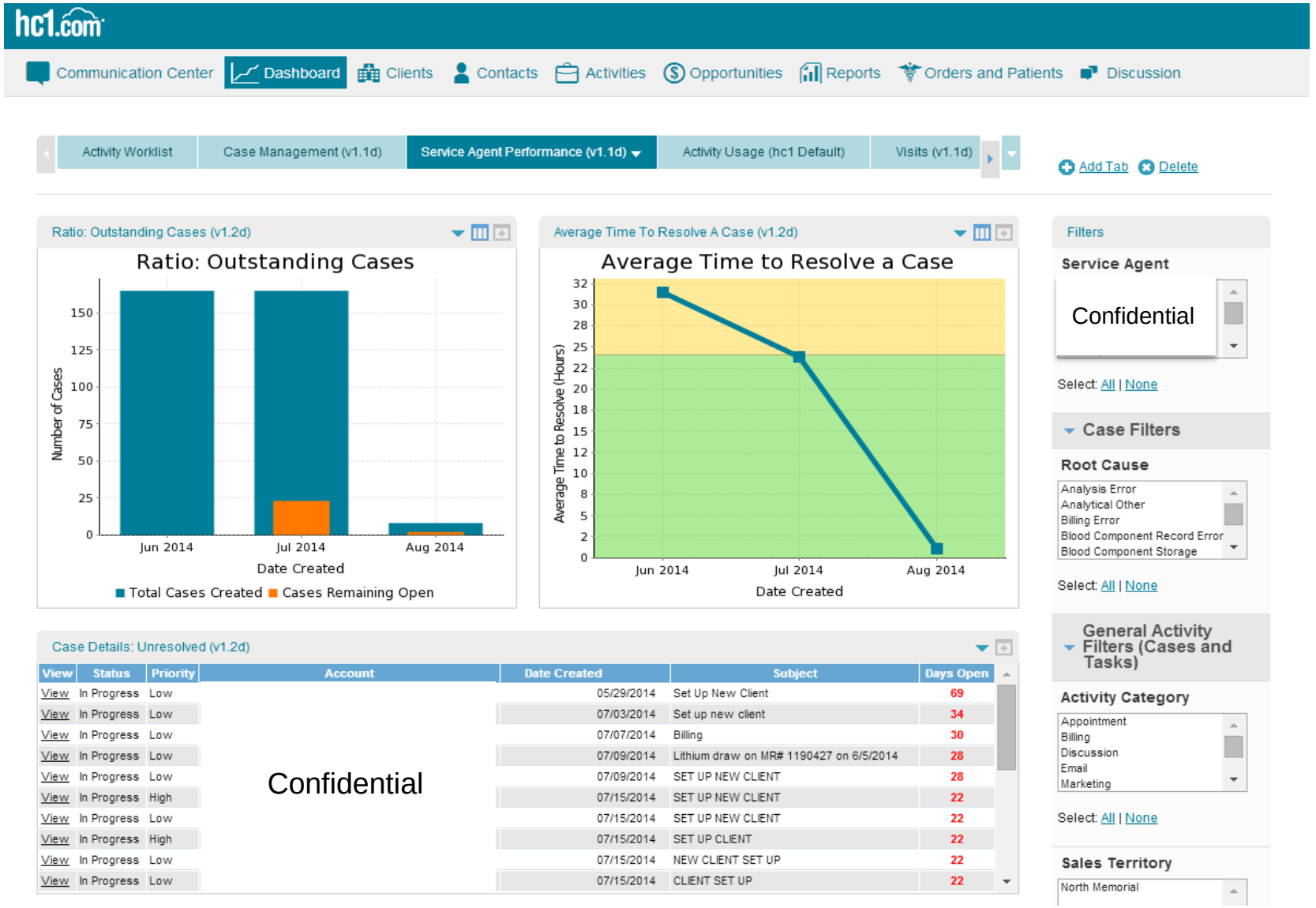
Performance Metric: Case Resolution



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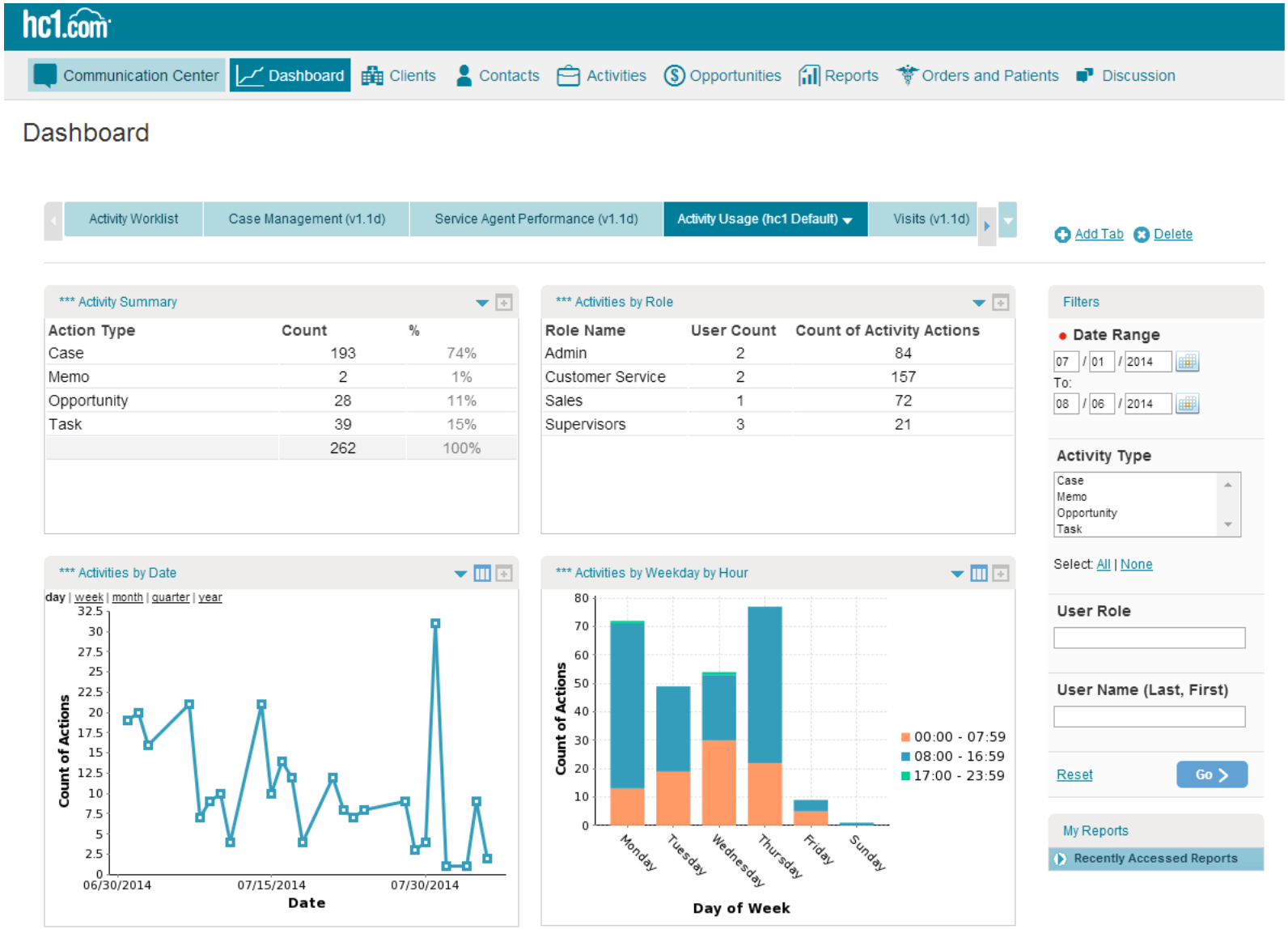
Align Every Department to Optimize Value

Optimize Value: Activity Tracking



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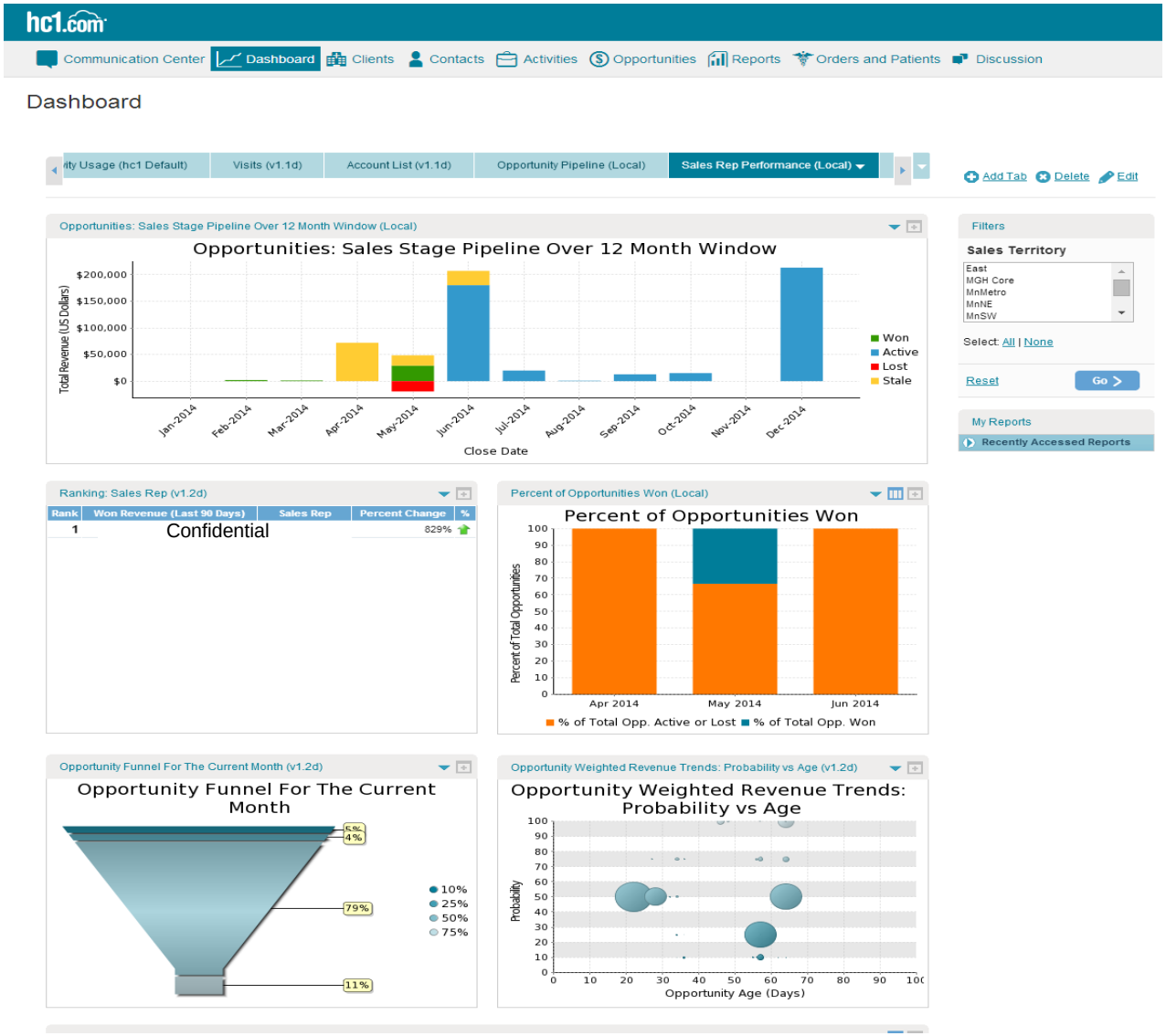
Optimize Value: Opportunity Analysis



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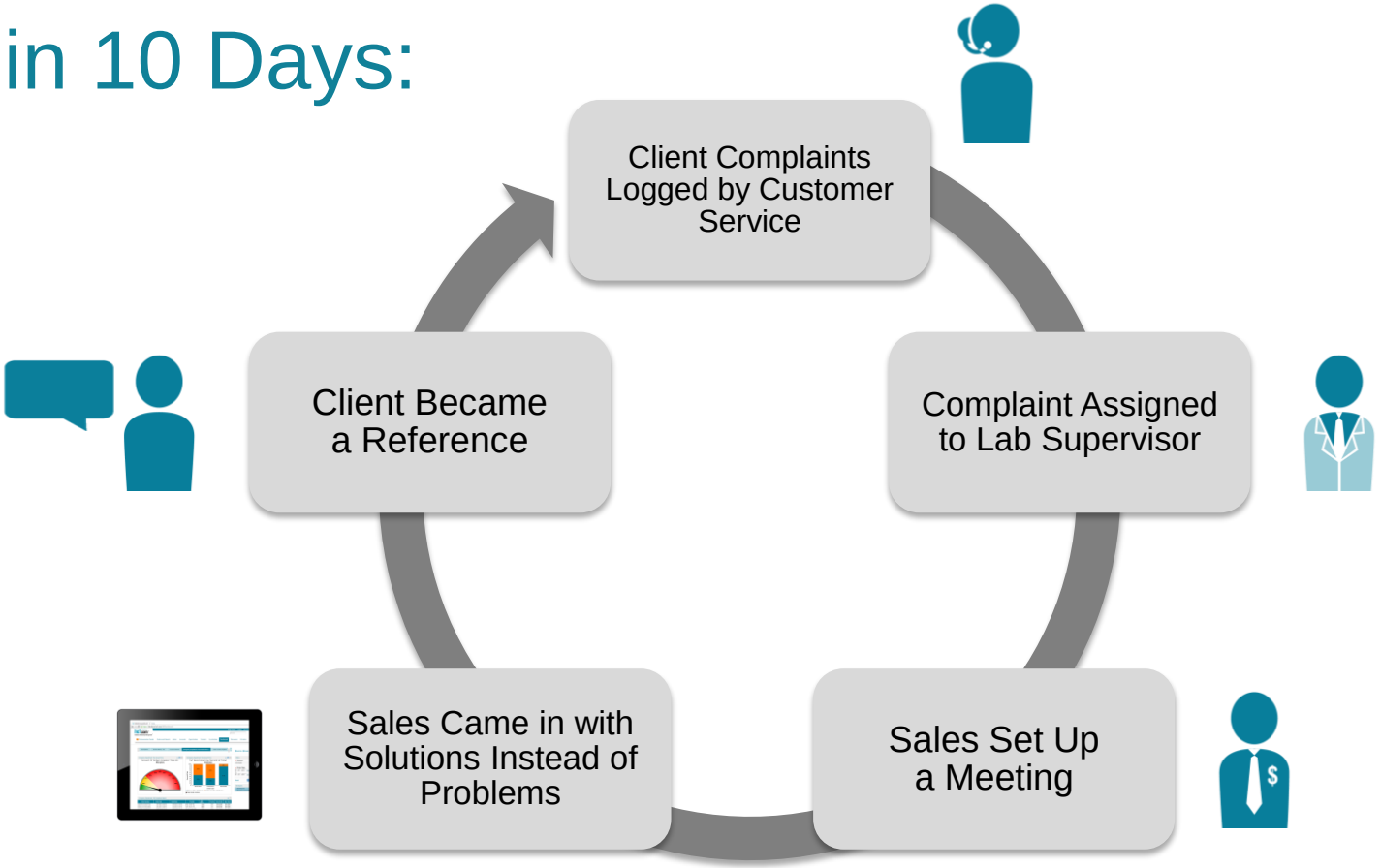
Real World Example

Within 10 Days:



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

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Webinar Recap

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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(by revenue)

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(by volume)

North Memorial Health Care

St. Vincent Seton Specialty Hospital

PGXL laboratories individually focused

Cleveland Clinic

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Alere™

SONIC HEALTHCARE

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hc1.com® | BECKMAN COULTER

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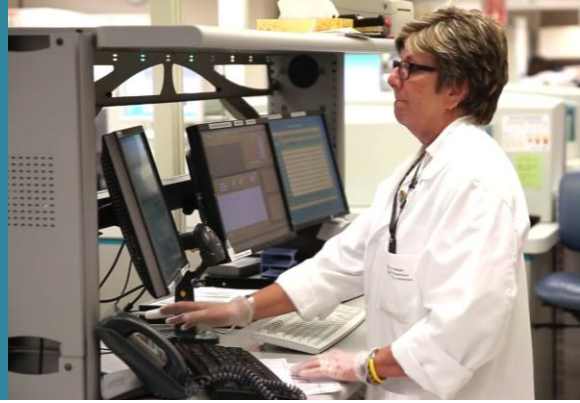
Live Questions & Answers



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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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