

MedicalGPS, LLC Launches Services & Solutions Group

FRANKLIN, Tennessee, April 4, 2003 -

MedicalGPS, LLC announced that the newly formed Limited Liability Company is bringing a rich and diverse product offering of services and solutions to healthcare organizations nation-wide.

The founding partners of MedicalGPS are Jerry L. Stone and Martin R. Hudson. Prior to founding MedicalGPS Mr. Hudson and Mr. Stone held executive positions with a large multi-specialty physician practice company, representing more than 3500 physicians with relationships at 60 plus multi-specialty clinics throughout the United States.

Mr. Hudson and Mr. Stone have a combined 40+ years of professional business experience, specializing in custom designed

programs engineered to improve the organization's operational performance.

Mr. Hudson brings a diverse approach to the MedicalGPS team, utilizing over 20 years of service industry experience. Marty is a Certified Public Accountant and provided management and financial advisory services in the public accounting industry for 15 years before moving into healthcare administration.

Marty served as Chief Financial Officer, and as a member of the executive management team, providing operational management to a 100-provider multi-specialty clinic. Mr. Hudson has utilized his experience to provide strate-

gic planning, organization development and implementation, as well as oversight of financial planning and operations, to more than 25 multi-specialty clinics.

Mr. Stone has 23 years of service industry experience and entered healthcare in 1994 with a large multi-specialty physician practice management company.

Mr. Stone was instrumental in the creation and deployment of interactive healthcare databases designed to consolidate operating data from across the country and produce end-user customized benchmark comparisons.



Jerry L. Stone

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MedicalGPS Product Offerings:

Patient Flow

*Telephone Process
Activity-based Staffing
Scheduling
Medical Records
Referral / Authorizations*

Revenue Capture

Business Office Operations

Support-Staff Utilization

Provider Coding Profiles

Provider Productivity

Provider Compensation

Provider Income Distribution

Member Retention

Workflow Efficiency

Revenue Cycle Improvement

Patient Satisfaction

MedicalGPS Delivers...

**Experience
Integrity
Results**

PAPP Clinic, PC Signs Letter of Intent

NEWNAN, Georgia, April 25, 2003-

PAPP Clinic, PC, a 49-provider multi-specialty medical group in Newnan, Georgia, has signed a letter of intent to obtain certain services and systems related to MedicalGPS' Business Intelligence information system, *GPSMapping*.

Charles H. Wilson, PAPP Clinic Chief Execu-

ive Officer, remarked, "MedicalGPS' Business Intelligence system will allow PAPP Clinic to readily extract mission critical data from our current operating systems, thereby substantially extending the life of certain PAPP Clinic capital investments. In addition, and what we're particularly excited about, is the capability of the MedicalGPS system to trans-

form our raw data into actionable information, and to deliver that information to physician leadership, clinic administration, and all PAPP Clinic providers on a near real-time basis".

PAPP Clinic, PC and MedicalGPS, LLC are expected to finalize an agreement sometime in the second quarter 2003.

***“Medicine is big business.
It cannot be financially
managed from a
checkbook...”***

***“If it’s good
for the patient,
it’s good
for the business”***

***Connect your organization
to MedicalGPS***



***See us on the
Web at...***

www.medicalgps.com

Measuring Financial Success By Martin R. Hudson

Measuring financial success in a healthcare organization is often times done on an individual-by-individual basis. If the individual physician is happy with his or her compensation, then the clinic is a financial success. Unfortunately, with this type of measurement, the success of a clinic varies, depending on whom you ask, and what day you happen to be asking. Medicine is big business. It cannot be financially managed from a checkbook, or based on meeting the day-to-day needs of individuals. Even so called small clinics operate on revenues in the tens of millions of dollars.

Measuring and managing revenues, reimbursement, operating expenses and overall cash flow is imperative to the success and stability of today’s medical practices. There are five key areas that are essential in measuring financial success.

- Strategic Planning
- Budgeting and Forecasting
- Financial Reporting
- Accounts Receivable Valuation and Management
- Financial Indicators

Each of these areas may be

expanded and supported by many tools and measurements depending on the needs and processes of the organization. This five-part series will explore the importance of each of these five key areas in measuring the financial success of healthcare. This series will provide insight as to the purpose of each item and how they interrelate to provide a complete financial management tool. Future articles will deal with the topic of achieving financial success, from the revenue cycle to physician coding to patient satisfaction.

Please see Measuring p. 3

Good Patient Flow: At The Core of Healthcare

By Jerry L. Stone

Good Patient Flow means different things to different people. If you ask the person who’s opinion matters the most - the patient - what works and what doesn’t work as related to their healthcare provider’s office, they will usually tell you with excitement and enthusiasm. Patients often identify good patient flow characteristics for us, sometimes when the process works well, and almost always when the process does not work as well as we would like. During the last eight plus years I have had the privilege and good fortune to work with hundreds of physicians and healthcare administrators across the country in large integrated healthcare delivery systems as well as small two-three provider practices, helping leadership identify opportunities to improve patient flow. When redesigning patient flow there is only one motto to live by;

“if it’s good for the patient,
it’s good for the business.”

Practice analysis after practice analysis, most patient flow improvement opportunity is contained within a few core processes. Similarly, many providers as well as administrators have a please-help-us-improve-it list that includes the same core processes. A full-scale patient satisfaction survey is not necessarily needed to know what works and what doesn’t work. Again, just ask a few patients what one area of the practice they would like to see improved and they will usually describe a symptom rooted in a core process. So, what’s on the top-five fix-it list? Usually the number one item is the telephone process, followed by staffing issues, appointment scheduling procedures, authorizations & referrals, and medical record accessibility. Focus on these core processes to reveal 80%-90% of the patient flow improvement opportunity. Next issue: Improving Telephone Service Quality & Efficiency

Stone, Hudson Launch MedicalGPS, LLC

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Jerry has helped physicians and clinic administrators in more than 40 multi-specialty clinics implement workflow process improvements. Mr. Stone is adept at affecting positive change through consensus building that creates an environment of active participation for front-line support staff as well as senior level leadership during the workflow redesign process.

Before entering healthcare, Mr. Stone served 15 years with American Airlines and held several executive level positions, both on staff as an industrial engineer and in senior management field operations.

Mr. Stone holds a Bachelor of Science degree from Auburn University’s School of Engineering.

Measuring Financial Success : Strategic Planning

FROM PAGE 2

Strategic Planning:

Believe it or not, now is the time to start laying a strategic plan for 2004. What is strategic planning? Let's break it down. Webster's provides the following definitions. **Strategic:** Of or relating to **Strategy**, or the art or skill of using a plan to gain an advantage in endeavors such as politics and business. **Planning:** A proposed or tentative project or course of action. Therefore, strategic planning is the art or skill of producing a plan for a course of action, ultimately to obtain a specific or set of specific objectives.

Strategic planning has been around for centuries as it pertains to war.

When exploring the definition of strategy and its forms, Webster's consistently applies war to the definition. Now I hardly equate business to war but I must admit it has some similarities, like it or not. As such, strategic planning requires **Conceptual Skill:** The ability to formulate strategy and tactics to win the whole war (or to obtain specific objectives).

Strategic planning consists of appraisals, formulation and evaluation of goals, along with plans for implementation of objectives and control and feedback regarding the results of the specific objectives.

Keep in mind that in any business strategic plan, as in a war plan, the ability to adapt to the unexpected can mean life and death of the entire campaign.

An organization's ability to succeed "has more to do with its ability to transform itself, continuously, than whether it has the right strategy. Being strategically agile enables organizations to transform their strategy depending on the changes in their environment" (Gouillart, 1995).

Next time we will discuss how the strategic planning process is an integral part of the budgeting process and how forecasting, in turn, supports the ability of obtaining the strategic objectives.

In closing, I leave you with one more thought;

"We can't solve problems by using the same kind of thinking we used when we created them."

--Albert Einstein.

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--F. Gouillart

A Message About MedicalGPS, LLC

MedicalGPS, LLC was founded on certain uncompromising guiding principles. We are committed to servicing our clients and their affiliates with the highest degree of —

*Integrity, Honesty, Fairness,
Faithfulness, Reliability,
and Dependability.*

Marty Hudson & Jerry Stone

Niagara Falls Photographed by Marty Hudson—April 2002

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