

# NAVIGATOR

NAVIGATOR is a Publication of MedicalGPS, LLC Especially for Healthcare Professionals

## Cardiology Leadership Alliance Selects MedicalGPS as Benchmarking Solutions Provider

**Brentwood, Tennessee, February 3, 2006 —**

The Cardiology Leadership Alliance (CLA), currently a 26 member alliance of non-competing cardiology group practices located all across the U.S., representing more than 750 physicians, and 100+ physician assistants and nurse practitioners, selected MedicalGPS, LLC to provide financial and clinical benchmarking services and solutions to the CLA membership.

*"The CLA Member Clinic's were looking for an option for our users to have the ability to access data on an as needed basis and perform customized reporting. MedicalGPS is positioned to provide a system to do just that, in a secure web-based interactive benchmarking solution. As exciting, if not more so, MedicalGPS is providing us a solution to enter into clinical benchmarking. With the CLA and MedicalGPS working closely together, we look forward to financial and clinical benchmarking solutions tailored to the specific needs of the CLA Clinic Members."*

- Emerson Hartzler

Chief Executive Officer

Cardiovascular Consultants of Kansas

*"MedicalGPS is excited about working with the Cardiology Leadership Alliance. Bringing the power of GPSTMapping together with an elite alliance of cardiologists from across the United States creates a unique opportunity for both MedicalGPS and the CLA. Teamed with the CLA, we eagerly look forward to a long and collaborative relationship, including the delivery of a matchless clinical benchmarking solution."*

— Marty Hudson

President

MedicalGPS, LLC

MedicalGPS' benchmarking services and solutions are the direct result of more than a decade of field-testing, evolving improvement, and continued refinement dating back to 1994 and continuing through to today. While working on behalf of a large Physician Practice Management company, MedicalGPS' co-founders, Marty Hudson and Jerry Stone helped develop and deploy benchmarking solutions to large physician group practices across the nation.

## BryanLGH Heart Institute Engages MedicalGPS to Provide GPSTMapping™ and GPSAssurance™

**Brentwood, Tennessee, February 6, 2006 —**

BryanLGH Heart Institute (BHI), is an 11 member cardiovascular medical group specializing in cardiology and cardiovascular and thoracic surgery. BHI is dedicated to the most advanced diagnosis and treatment of heart disease while remaining patient focused. BHI physicians serve a four-state region, based in Lincoln, Nebraska. Services are routinely performed in more than 30 communities.

*"We just entered into a new Compensation Plan that requires detailed analysis of our professional collections. MedicalGPS' GPSTMapping solution will provide us the ability to quickly analyze and calculate our compensation pool beyond the capabilities of our cur-*

*rent reporting system. With GPSAssurance we have the financial oversight needed to ensure accurate financial reporting and a smooth transition to our new Comp model."*

Dr. Dale Hansen

President

BryanLGH Heart Institute, Inc.

*"Our GPSTMapping system is a perfect fit for the type of detailed analysis BHI is looking for as they move forward with their new compensation plan. We look forward to the opportunity to work closely with BHI physicians and management team. GPSAssurance*

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# Benchmarking in Corporate America: Uses and Abuses

*By: Jerry Stone*

It was just last week a healthcare professional of a large prestigious healthcare organization was exploring support-staff productivity benchmarks with us in an effort to identify potential areas for improvement opportunity, as well as, areas of excellence. Having worked with this particular administrator and organization for some time, it was reassuring to know they were going about the exercise of benchmarking in a proactive, effective, and overall beneficial manner. This particular organization is using benchmarking comparisons as a means to point them in the right direction, and not to calculate THE absolute “right number” in terms of support-staff needed at any given location or department.

The conversation reminded me of times in my past when organizations, less diligent than the one mentioned above, seemed to slip from support-staff benchmarking to something more closely resembling support-staff headhunting. As co-founder of MedicalGPS, LLC, a company with its beginnings deeply rooted in healthcare benchmarking, I’m all for appropriately using support-staff productivity benchmarking comparisons as a way to identify potential opportunities for improvement and to share best practices, however, it is distressing whenever support-staff benchmarking comparisons are used to

create an environment of high-pressure tactics, designed to coerce front-line supervisors and managers to “be the best”. Often, little is known about a particular department’s unique operating characteristics beyond the number of support staff FTEs and maybe, the department’s patient volumes, when the decree comes down – “just get to the number”.

Having spent the better part of the past 27 years, creating and deploying benchmarking systems, and/or being on the operators-end of receiving benchmark comparisons, I have seen support-staff benchmarking techniques used appropriately, and I’ve seen benchmarking techniques abused.

So, why do well-intended executives, managers and supervisors resort to relying on just a few productivity indicators in an attempt to manage (reduce) their organization’s overhead? Here is one theory based on personal experience. Many organizations in corporate America plod along pretty content that things are just fine, when, all of sudden, unexpected circumstances arise that place financial pressure on reducing expenses. In most service industries, including healthcare, 40% or more of the organization’s operating expenses are represented by one single line item -- human resources. The rest of the operating expenses are often spread across several line items,

making it hard to quickly identify significant dollar opportunities for improvement. As a result, human resources are an “easy target”. The unfortunate irony is, whenever service organizations resort to “quick fixes” of reducing human resources, more times than not, the organization’s ability to provide the very product they’re in business to produce – service! – is substantially limited.

An appropriate use of benchmarking, especially internal benchmarking is conducted on an on-going basis, much like the organization mentioned at the beginning of the article. Continuous internal benchmarking allows operating managers the wherewithal to monitor their organization’s performance near real-time. By creating a culture of excellence, both in terms of high productivity as well as superior customer service, operating managers can be more proactive and less reactive. Proactive operating managers have the luxury of understanding the real opportunities, and the real limitations of their organization, without having to hurriedly react, and, perhaps make a bad decision, under the pressure of a “just-get-to-the-number” exercise.

By monitoring both **quantitative** measures like sup-

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# Triangle Orthopaedic Associates Contracts for M3-Patient Experience™

**Brentwood, Tennessee,  
February 13, 2006 —**

Triangle Orthopaedic Associates, P.A. (TOA), a physician-directed orthopaedic medical practice comprised of surgical specialists, physicians, mid-level providers and other healthcare professionals totaling 50+ providers, contracted with MedicalGPS, LLC (MGPS) to obtain M3-Patient Experience™, MedicalGPS' real-time patient feedback solution.

TOA maintains and operates medical offices in Durham, Chapel Hill, Creedmoor, Oxford, and Roxboro, North Carolina. TOA physician leadership, senior administration and other TOA decision makers will utilize MGPS' real-time patient feedback solution, M3-Patient Experience™, to continuously monitor, measure and maximize patient loyalty and retention.

*" The leadership team and the physicians of Triangle Orthopaedic Associates have been researching patient satisfaction survey systems for some time in hopes of finding a better solution. When it came to having all of the features we wanted, including state-of-the-art functionality enabling our decision makers to have immediate access to real-time patient feedback, and, considering the over-all affordability*

*of M3-Patient Experience system, MedicalGPS' survey solution was the clear winner. We especially appreciate MedicalGPS' patient-centered approach, which allows us to be proactive in terms of reinforcing patient loyalty and patient retention.*

— Charles Wilson  
Chief Executive Officer  
Triangle Orthopaedic  
Associates

*"MedicalGPS is honored that Triangle Orthopaedic Associates has selected M3-Patient Experience as their patient feedback system of choice, adding yet another MedicalGPS decision support solution to the TOA's already robust assembly of sophisticated management tools. We have enjoyed, and continue to enjoy, a wonderful relationship with TOA, and look forward to serving TOA for years to come."*

— Jerry L. Stone  
Chief Operating Officer  
MedicalGPS, LLC

M3-Patient Experience™ captures patient feedback electronically, eliminating manual survey tabulation. Utilizing GPSMapping™, MedicalGPS' Business Intelligence Solution,

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## MedicalGPS Product Offerings:

### GPSMapping™

*The Business Intelligence  
Solution for Physician Group  
Practices*

### M3-Patient Experience™

*Monitoring,  
Measuring,  
Maximizing  
Patient Loyalty and  
Patient Retention,  
Real-time...*

### The Patient Flow Solution™

*A hands-on collaborative  
approach to improving process  
efficiency and effectiveness;  
Includes:*

- support-staff utilization
- patient satisfaction
- service quality
- financial performance
- telephone processing
- capacity and scheduling

### Benchmarking Services and Solutions

*Revenue Capture & Revenue  
Cycle Improvement*

*Business Office  
Operations*

### MedicalGPS Delivers...

*Experience  
Integrity  
Results*

MedicalGPS, LLC

1616 Westgate Circle  
Brentwood, TN  
37027-8019

## 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

Photograph by Marty Hudson  
Lighthouse - Nathan Williams

## ByranLGH Heart Institute Engages MedicalGPS

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*will provide BHI additional financial assistance in an efficient and effective approach.”*

— Marty Hudson  
President  
MedicalGPS, LLC

GPSMapping, MGPS' business intelligence solution designed specifically for physician group practices, integrates “raw” data from already existing disparate data sources and delivers near real-time actionable information to the fingertips of decision makers.

Providing Third-Party Financial Reviews and Operational Assessments, GPSAssurance is a project or retainer-based service. MedicalGPS seasoned executives provide an on-site/hands-on independent review and assessment of operational processes via data harvested from legacy systems or utilizing MedicalGPS service products, GPSMapping™ or M3-Patient Experience™.

## TOA Contracts for M3-Patient Experience™

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TOA leadership has at their fingertips real-time patient feedback as well as dynamic, interactive reporting functionality.

More than just a patient satisfaction survey, M3-Patient Experience provides a comprehensive review of competence, courtesy, and insight into the level of compassion enjoyed by patients as part of their healthcare experience.

## Benchmarking In Corporate America: Uses and Abuses

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port-staff and provider productivity, workflow efficiency, and other quantifiable measures of production, as well as, **qualitative** measures such as patient feedback, patient wait time, patient cycle times, telephone and message turnaround time, the proactive manager, when equipped with a balanced blend of key performance indicators, will usually exceed the organization's service level and budgetary expectations.



**M3-Patient  
Experience™**



*Equipping providers and support staff  
with the tools they need for  
**monitoring, measuring and maximizing**  
patient retention and patient loyalty.*