

**"Chance favors the prepared mind."**

- LOUIS PASTEUR

### **Cavanaugh Consulting Group – (CCG)**

CCG provides strategic information technology consulting services to the health care industry. Two former PricewaterhouseCoopers consulting partners and a long-time colleague formed CCG. Our clients benefit from the extraordinary knowledge and know-how of the CCG team, thereby increasing the benefits of IT initiatives and enjoying a rewarding consulting experience.

CCG attributes include:

- Collectively, we have worked for over 1,000 health care organizations including 18 of the 19 hospitals listed on the *US News and World Report* Best Hospital Honor Role.
- Among us, we have consulted for many of the leading vendors, as well as entities that are seeking to enter, or invest in, the healthcare information systems market.
- We are organized on a knowledge model, not a leverage model; therefore, we have no junior staff. CCG's principals are our consultants and they average 30 or more years of health care experience.
- Many of us were Big 4 consulting partners or senior managers.
- Many of us were CIO's of hospital groups or academic medical centers.
- Many of us have worked for health care information technology vendors at some point in our careers.
- We are very client focused; we are a private self-funded firm.
- We do not develop, sell, or resell hardware, software, or outsourcing.

**"We cannot solve problems by using the same kind of thinking we used when we created them."**

- Albert Einstein

### **CCG Services**

- ARRA/HITECH Readiness Services
- Network and Infrastructure Planning
- CPOE and EHR System Consulting
- Creation and Updating of IT Strategic Plans
- Management Retreats and IT Trends Presentations
- Vendor Selection Assistance
- Contract Negotiation Support
- IT Executive Project Management Services
- IT Operational Assessments and Benchmarking
- IT Outsourcing Evaluation and Oversight
- Decision Support System Services
- Behavioral Health System Consulting
- Client Relationship Improvement Projects
- Strategic Market Analyses
- Business Planning Services
- Acquisition/Investment Due Diligence
- Unified Communications Services

### **Corporate Office**

14060 King Road, Homer Glen, IL 60491

### **Founding Principals**

**Frank Cavanaugh**

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# CCG

Cavanaugh Consulting Group

Business and Information  
Technology Consulting



**CONSULTING SERVICES BROCHURE**

*Opinion Research Services*

  
**Cavanaugh**  
Consulting Group  
*CavanaughConsulting.org*

**OFFICES IN PRINCIPAL US CITIES**

**(708) 645-1235**

# OUR SERVICES

## Opinion Research Services

Opinions developed through survey tools and market analysis help organizations make a definitive difference in their performance and program effectiveness. Our approach creates teams of strategists who work with clients to develop and carry out an action plan, tailored for success, customized to their organization and the audiences they serve. This process -- a singular combination of fact-based intelligence, strategic advisory services and information technology -- gives our clients a rich understanding of their customers and other constituencies to measure their actions and progress.

- We bring our experience as consultants, where we have conducted thousands of interviews on information technology to development of the questions and interpretation of the responses.
- CCG team members have extensive experience in survey development as a result of conducting and interpreting annual surveys with Modern Healthcare and Modern Physician as well as surveys for organizations such as the MGMA and hundreds of hospital, health system and physicians practice clients.
- When you don't have the time, expertise or interest in conducting data analysis, we will do it for you.
- We use internet based survey instruments that can be linked to your website or distributed electronically.

Two Examples of the type of surveys we assist clients in conducting and analyzing are:

### Information Technology Effectiveness

This survey is conducted to measure the opinions of users and management on the value received from Information Technology.

This survey captures respondent background information and data on an overall assessment, implementation, value, utilization and future direction.

### Physician Utilization

This survey is conducted to measure the opinions of physicians on the value and their usage of Information Technology.

This survey captures respondent background information and data on internet usage, patient safety, communications and the functionality of IT tools.

### Benchmarking

We can use the survey tool to benchmark within or across organizations to measure subjects such as:

- IT Cost Comparisons
- Return on Investment (ROI)
- User Satisfaction
- Best Practices

### Features

The key to our opinion research service is our electronic tools which makes the distribu-

tion of the survey and capture of responses less labor intensive. Our efforts are focused on helping assure you that the right questions are asked then analyzing and presenting the results. Some of the specific features available in our tool include:

- **No Limits** - We can create surveys with an unlimited number of questions, spanning an unlimited number of pages.
- **Skip Logic** - We can customize the path a respondent takes through your survey by adding skip logic.
- **Require Answers** - We can specify on a question by question basis which questions require an answer.
- **Randomize Answer Choices** - The ordering of choices within a question can introduce an unintended bias. Randomizing answer choices works to eliminate this "order bias".
- **Logo** - We Brand the survey with your logo up to 50K in size at the top of every page in your survey.
- **Custom Redirect** - Once the survey is complete, respondents will be redirected to the web page of your choice.
- **Download Results** - All the data can be downloaded to your local computer for further analysis.

### Cost

Our fee for this service is based on the size of the survey and the number of actual respondents. For more information contact Frank Cavanaugh at 708-267-8584 or your local CCG Principal.

