

"Chance favors the prepared mind."

- LOUIS PASTEUR

## Cavanaugh Consulting Group (CCG)

CCG provides strategic information technology management 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 reducing the risk inherent in major IT projects and enjoying a rewarding consulting experience.

CCG attributes include:

- Collectively we have worked for over 1,000 health care organizations.
- Among us, we have consulted with all of the hospitals listed on the US News and World Report Best Hospital Honor Role.
- 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 35 or more years of healthcare experience.
- Many of us have been partners or senior managers with Big-4 consulting firms and/or senior executives of hospital groups or academic medical centers.
- We are very client focused; we are a private self-funded firm; and we are not growth motivated. In fact, we neither solicit nor accept employment applications.
- We do not sell large-scale implementation projects and do not have revenue sharing relationships with vendors; nor do we sell or resell software or hardware products. Therefore, we can be completely objective in our analysis and recommendations.

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

- Albert Einstein

## CCG Services

- Unified Communications 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
- Operations Improvement Services
- Strategic Market Analyses
- Business Planning Services
- Acquisition/Investment Due Diligence

## Corporate Office

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## Founding Principals

### Frank Cavanaugh

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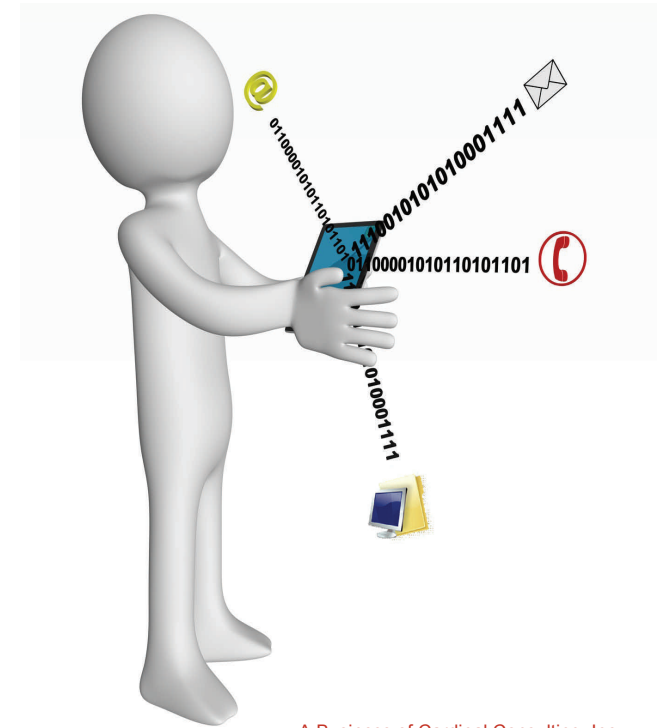
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### Samuel Schultz II, Ph.D.

# Cavanaugh Consulting Group

A Healthcare Management Consulting Firm



## CONSULTING SERVICES BROCHURE

## Unified Communications



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# OUR SERVICES

## What is Unified Communications?

**Unified Communications** (UC) refers to a trend to integrate communication functionality into business processes to optimize results. UC is typically implemented via software and infrastructure improvements supported by effective design and change management.

UC solutions integrate the right communication tools into the context of the user and task to minimize labor content, delays, and errors while supporting requirements. For general user productivity, UC provides a single interface for all communication modes such as email, instant messaging (chat), voice calls, and video or web conferencing. In addition, UC includes “presence” which indicates the availability of co-workers for needed actions. The UC interfaces appear on phones, PCs, and mobile devices.

For process improvement, UC is incorporated with the devices and applications used in that process. For example, nurse call systems can be integrated to wireless phones to eliminate potential delays; images can be delivered to mobile workstation computers or other mobile devices to facilitate patient care; and “presence” information can be used to identify an appropriate resource, such as an on-call physician, without requiring a specific name or number.

UC can include wireless mobile devices to provide multi-mode communications and presence information for mobile individuals. UC can facilitate links to off-site physicians in support of patient care.

Since UC communications are software-based, through the utilization of specialized technology the communications can be made private and secure to support regulatory compliance.

## Unified Communications in Health Care

**H**ealthcare organizations must concurrently achieve top **quality patient care**, smooth **patient care flow**, and **manage costs**. This is challenging in an environment with many time-dependent critical processes, with multiple modes of communication, and which involve mobile workers such as nurses, physicians and other caregivers who are available during specific time periods.

Unified Communications addresses these issues. Studies show that **quality of care** directly depends on timely and accurate communications. UC can accelerate access to the right skills and resources, and can support accuracy during the communication process via coordinated information sharing. Similarly, smooth, efficient **patient care flow** is being accelerated by using UC to find the right resources at the time of need and to facilitate required actions. **Cost management** is enhanced when UC reduces waste and delays, thereby allowing improved utilization, and enabling more effective processes. UC effectiveness is documented by reference case studies, which support both the decisions to invest in UC and successful UC deployment approaches.

## Why Now?

**H**ealth care organizations continue to feel urgency for breakthroughs. Rising costs and lower reimbursement rates are stressing the financial structures. Both patients and payers are seeking lower costs without sacrificing outcomes. The national agenda is increasingly focused on lowering health care costs while improving patient care quality.

In this environment, solutions are both visible and viable. Health care information systems (HIS) vendors are building UC capabilities into their products to make information more accessible. Telecom and other IT vendors are tailoring products for health care and supporting those products with health care vertical market expertise.

An assessment of the status of communications in your health care organization is now an imperative.

## CCG Group UC Practice Initiative

**CCG** is committed to providing strategic information technology consulting services to the health care industry. Prior to UC, the IT department often had little involvement with communications and communications was not seen as a primary tool for enhancing business processes. Now, with the emergence of UC, CCG has identified UC as one of the major new opportunities for improvement in both IT solutions and in our clients healthcare operations.

## CCG Unified Communications Team

**T**he CCG Unified Communications practice builds on the broad expertise of our team. In addition, CCG has formed alliances with two leading UC consultancies – Gateway Group and UniComm Consulting. These firms, from the telecommunications industry, are acknowledged UC thought leaders and have hands-on experience with both hospitals and clinics in assessing communications status, in formulating UC strategies, and in detailing action plans to achieve those strategies.

## Taking Action

**W**e urge your health care organization to charter an assessment of your current communications systems and infrastructure in the context of Unified Communications. CCG can effectively and efficiently assist in that assessment as a platform for strategic UC planning and implementation.

## Further Information

**F**or more information contact:

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- Frank Cavanaugh at 708-267-8584,
- Sam Schultz at 989-768-0074

**O**r your nearest CCG Principal