

"Chance favors the prepared mind."

- LOUIS PASTEUR

## The CCI Group – (CCI)

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

CCI 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. CCI'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

## The CCI Group Services

- ARRA/HITECH Readiness 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
- Client Relationship Improvement Projects
- Strategic Market Analyses
- Business Planning Services
- Acquisition/Investment Due Diligence

## Corporate Office

14060 King Road, Homer Glen, IL 60491

## Founding Principals

**Frank Cavanaugh**

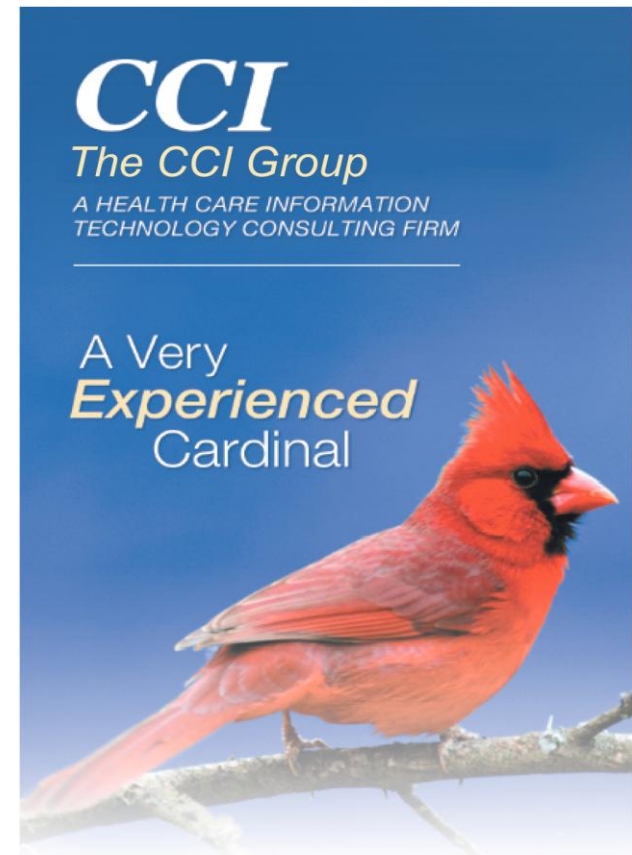
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## CONSULTING SERVICES BROCHURE

*Services for Healthcare Information  
System Vendors and Investors*



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# OUR SERVICES

## Services for Healthcare Information System Vendors and Investors

It is often noted that the healthcare industry has underinvested in Healthcare Information Systems (“HIS”). Over the past few years, however, important industry drivers have emerged including pay for performance, patient safety, mandatory reporting requirements and a variety of governmental initiatives. As a result of these drivers, the industry is rapidly changing and most analysts project dramatic growth in the HIS market. This growth will, in turn, lead to exceptional business opportunities in the market – both for HIS vendors and for those entities who choose to invest in the industry.

Market optimism must, however, be tempered by a healthy dose of reality and, in certain cases, even skepticism. In particular, those of us who have been in the industry for many years have seen numerous companies – large and small – enter and exit the market, and business success, and/or investment success, is far from guaranteed. In order to succeed in this opportunity filled, but challenging, environment it is critical to build from a base of deep industry knowledge and expertise.

CCI, by virtue of the experience of its staff, is extremely well positioned to assist both technology companies and investors in those companies, to achieve success in the market.

The act is lengthy, complex and subject to interpretations and decisions that have yet to be rendered. Details such as the definition of “meaningful use”, who will be authorized to “certify” EHRs, and how the act will be implemented are still in development.

## Services Provided

We provide the following types of services to our business customers:

- **Market Analysis** – A comprehensive examination of a market, including key players, customers, products and opportunities.
- **Strategic Planning** – A high level roadmap to achieve success in the future.
- **Business Planning** - A detailed plan to move forward with a specific existing or new business initiatives.
- **Acquisition Due Diligence** – What are the strengths and weaknesses of a target? Is it a good short, medium or long term investment?
- **Product Analysis** – Where does a product fit in the market? What are its strengths, weaknesses, and growth opportunities? How should it be priced?
- **Customer Analysis** – How do the customers perceive the company and its products? What are the customers’ buying patterns and unmet needs?

## Representative Engagements

Examples of recent engagements include:

- **Major Technology Company** – Assisted this well known company with market positioning and targeting of key decision makers for a new product being introduced into the HIS market.
- **Investment Group** – Performed due diligence regarding a major capital investment in a midsize HIS company.
- **International HIS Vendor** – Evaluated the market feasibility of introducing a new product line in the U.S. market.

## Clients

We have conducted numerous projects for major HIS companies, technology vendors, investment bankers and venture capital firms, managed care companies, data companies and pharmaceutical companies. In order to preserve client confidentiality, we do not publicize either the names of companies or the specific projects that we have conducted for them. We can, however, provide you with suitable client references, at the appropriate time.

## Why The CCI Group?

Because of the highly specialized nature of this work, it is best performed by highly experienced consultants. Projects of this type cannot be successfully leveraged to junior staff. Because of CCI’s unique business model - highly experienced consultants at a fraction of our previous Big 4 rates - we are uniquely positioned to assist clients with these projects.

## Further Information

For more information contact:

- Steven Henkind at 914-420-1615,
- Frank Cavanaugh at 708-267-8584,
- Mike Cohen at 630-584-0304,
- or your local CCI representative listed at <http://CCIGroup.org>