

THE CONFIDENTIAL

03.20.09 - V4:11

INSIDE INFORMATION FOR HEALTHCARE'S IMPOSSIBLE MISSIONS...

ELECTRONIC HEALTH RECORDS: THE TIME IS NOW

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HIMSS Explains Three Reasons to Support Pres.

Obama's Call to Computerize All Health Records Within Five Years

"We will... wield technology's wonders to raise health care's quality and lower its cost."

— President Barack Obama Inaugural Address, Jan. 20, 2009

CHICAGO (Jan. 28, 2009) — The Healthcare Information and Management Systems Society (HIMSS), representing more than 20,000 individual members — of which 73% work in provider settings — and 350 corporate members, today announced its support for the health

information technology (IT) provisions in the American Recovery and Reinvestment Plan of 2009 proposed by Congress. HIMSS believes the inclusion of funding for health IT is essential if we are to meet President Obama's goal of computerized health records for all Americans by 2014. HIMSS cites three reasons to support the investment in health IT:

1. The economy will benefit from an investment in health IT

According to research by IBM and the Information Technology and Innovation Foundation, investing \$10 billion in Electronic Health Records (EHR) and other health-



related IT projects would create 212,000 jobs.

Furthermore, multiple independent studies have shown substantial return on investment for health IT, which could help lower healthcare costs.

- Deloitte LLP reported this month that investing in e-prescribing and electronic medical records, along with better coordination of patient care through primary-care doctors, would

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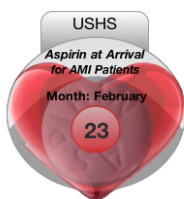
WHAT'S A WIDGET? ~ DATA ON DEMAND!

shoëfware™

WEB SITES TO CHECK OUT:

- www.himss.org
- www.isritagents.com
- www.nuance.com/naturallyspeaking
- www.shoefware.com
- www.epicsystems.com
- <http://health-care-it.advanceweb.com>
- www.informationweek.com

Patient Data, Research Data, Financial Data....so much information to weed through when all you need is a simple value to solve your problems. Senior management relied on Dashboards to provide them a slimmed down version of key reports to make quick



decision but is there was a way to get: Data on Demand? ...YES, through Shoefware Widgets.

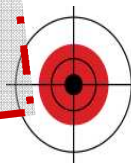
The word widget (pronounced wih-jit) is one of those words that now has far too many definitions. The dictionary defines it as a small mechanical device; a gadget, or a manufactured item that is unnamed. But we all know in the Internet era, a widget is much, much more. Whatever infor-

mation that can be stored, a widget can be invoked to pull any data you may want to see. Let's say you need a medical calculator with the wave of the mouse up pops the widget and the calculator is ready to use. Let's say you are doing a diabetes study and you need to see just the morning glucose level. Move the mouse and the exact number is there — real time data to read and move on with your day.

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CONSULTANT OF THE QUARTER: MIKE LUCEY

We are so excited that Mike Lucey has joined the LSR Management Team. Mike comes to us with a 24-year career of consistent success in sales. From street level product sales to negotiating multi-million dollar systems and multi-year consulting contracts mark a career of continuous growth and success in increasingly complex environments.

He recently left Lucida Healthcare/Vitalize Consulting Solutions where he was Director of Business Development. Mike's role was to work with the Vice President for Strategic Growth to establish a foundation for new

practices and then transition to other sales representatives for continued development. Mike's main practice responsibilities were with the MEDITECH and McKesson Practices.

Prior to Lucida/Vitalized, Mike worked briefly at Meditech and then was recruited as the first hire outside of McKesson into the new Community Operations division. There he joined four other representatives reintroducing the Paragon product to the market. The product was sold along with a suite of complementary Horizon applications and is now recognized as a premier product for small and mid-sized hospitals.

What Michael brings to LSR is his full knowledge of Consulting services and how to bring LSR's value to our clients. He will be working directly with Rachel Reiter and we are already seeing growth in our Epic relationships. Couple that with his vendor experience and we have a top resource who will bring LSR to a new level.

On a personal level, Mike is married to his lovely wife Marie. Marie is also in the medical industry as a Physical Therapist and Clinical Director of Gordon College Center for Balance and Mobility. Mike and Marie have been married



for 24 years and have 3 daughters; Nicole age 21, Katherine age 18 and Elizabeth, who is 15. In his spare time he is heavily involved with Prison Ministry.



BE AN ARCHITECT OF CHANGE

Just as architecture has the power to transform a skyline, create new vistas and reshape the horizon—so technology has the power to redefine healthcare.



HIMSS09 is where physicians, nurses, HIT executives, pharmacists, vendors and healthcare IT professionals from around the world come together for a week that will forever change the face of healthcare IT. They come in search of solutions. They leave with a shared vision.

Here's a quick rundown of the keynote speakers with dates and times provided for their speaking engagements.



Sunday, April 5
12:30 - 2:00 PM

Dennis Quaid

Award-winning actor and director President, The Quaid Foundation for Patient Safety

Dennis Quaid will open the conference on Sunday, April 5, with his presentation, "Dennis Quaid and the Quaid Foundation Story." Quaid, and his wife Kimberly, started their foundation to promote patient safety after their twins, Thomas and

Zoe, received an overdose of the blood thinner Heparin while in the hospital recovering from an infection. As an actor, Quaid has been honored by the New York Film Critics Circle and The Independent Spirits Awards as "Best Supporting Actor of the Year" and also garnered nominations for a Golden Globe Award and Screen Actor's Guild Award for the critically acclaimed 2002 film, *Far From Heaven*.



Monday, April 6
8:30 - 9:30 AM

George C. Halvorson

Chairman and Chief Executive Officer of Kaiser Foundation Health Plan, Inc. and Kaiser Foundation Hospitals

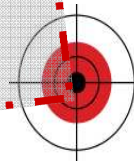
An award-winning CEO recognized for his commitment to health technology, George Halvorson is widely credited with supporting the successful rollout of Kaiser's multi-billion dollar information technology initiative, KP HealthConnect. The electronic health record system debuted last year in nine states and the District of Columbia, providing 13,000 physicians with electronic access to their patients' medical records in each of the system's more than 400 medical offices, clinics and hospitals. Mr. Halvorson is the 2005 recipient of the Modern Healthcare CEO IT Achievement Award and has written numerous articles on subjects ranging from health IT

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KLINE'S KORNER

WIDGETS cont...



The Art of Pharmacy Billing with LSR employee Diane Francis

I asked Diane to provide her perspective of life in the Epic Pharmacy Billing arena

tial. Understanding this is important in making sure that each process is necessary as well as determining the business need that each process is fulfilling.

essential billing information needed for a clean bill. The implementation team needs to have a solid understanding of pharmacy's clinical needs and translate those needs to fit billing requirements. An understanding of NDC (10 digit vs. 11 digit NDC code, HCPCS code, package size vs. billing unit, setting up of the equivalency table, the understanding of package sizes, and the purchasing process etc. are an absolute must for successful charge capturing.

If this is not achieved, the errors generated affect multiple down stream departments and the potential for losing hundreds of thousands of dollars is a definite possibility.



Knowing the current process is the best way of ensuring that the implementation team will satisfy that need in Epic. The ability to see beyond a legacy system and understand how Epic can be configured to meet your needs is essential. The goal is not to replicate how things were done in a legacy system but rather how to configure Epic to meet the business requirements. This means that workflows will be different, screens will differ and reports will change.

Often time, the move from a legacy system is not achieved, Although the Epic Rx will work in the front end, the billing side fails. With failure to bill come quick fixes in the system and the creation of unapproved workflows that eventually create more errors down steam in various departments

that appear to be totally unrelated to pharmacy (i.e. coders).

Capturing Pharmacy Charges

There are numerous factors to consider when setting up pharmacy billing i.e. most commonly used package size, purchasing information and

(Continued from page 1)

Shoefware, Inc. is bringing widgets to market for the Healthcare Industry. From clinical to financial data all at a moments notice so you can get back to the job at hand The widget can produce information with a squeeze of the mouse. You don't need all of the stats ~ just the right value to make critical decisions when you control it. As you invoke your widgets, up pops small icons with your specific data that is real time information with which you can get at a glance. There is also a library full of pre-designed widgets which can be accessed immediately. If you know the specific data you need, widgets can pull this data and display to you. They are simple to deploy and extremely easy to customize for you. May it be a patient drug study values widget; to monitoring the outcomes of your facilities AR days, widgets pull the information when you want to see it.

We as Clinicians and Leaders in Healthcare organizations know that information is vital for positive outcomes and the success of any Healthcare Organization. As dashboards flash information and reports are accumulated, the effort to finding the right information is overwhelming. Searching through rubble of data and selecting one wrong number could affect the safety of your patient or the fiscal health of your organization. To learn more about widgets, visit www.shoefware.com Demo Widgets are available for downloads.

A thoroughbred horse never looks at the other horses. It just concentrates on running the fastest race it can!

- Henry Fonda

Benefits of a successful pharmacy billing build

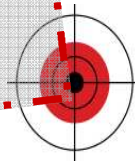
- Simplified Workflow
- Improved Reporting
- Improved Business Processes and Cycle Time
- Improved Work Queues Efficiency
- Improved Data Integrity
- Reduce Payer Payment Response Time
- Reduce Payer Denials
- Reduce Payer Resubmission
- Improved Claim Submission
- Reduce Bad Debt
- Reduce Administrative Write Offs
- Reduce Claims Denial

There is always the desire to replicate an existing environment in Epic, the challenge of an implementation is moving from a legacy system to Epic. A clear understanding of the processes currently being followed and the underlying reasons for each of these processes is essen-





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ELECTRONIC HEALTH RECORDS: THE TIME IS NOW (CONT.)

(Continued from page 1)

- result in 10-year savings of \$530 billion.
- The RAND Corporation reported in a 2005 study that widespread health IT adoption (90 percent of hospitals and physicians) could save \$77 billion annually. In testimony presented before the Senate Finance Committee on July 17, 2008, RAND forecast that during the 15-year adoption period, cumulative net savings would be about \$510 billion or approximately \$34 billion per year.
- The Center for Information Technology Leadership estimated in a 2005 study that full implementation of health IT could yield annual savings of \$77.8 billion.

2. Patients will benefit from an investment in health IT

When used properly, EHR systems can help keep patients safe by alerting clinicians to harmful drug interactions or allergic reactions to prescribed medicines and helping clinicians manage the health of patients with complex chronic conditions. Evidence of improvements in patient health associated with IT has been shown:

- The Jan. 26, 2009, issue of the *Archives of Internal Medicine* includes a study by Johns Hopkins School of Medicine that found a 15 percent reduction in patient mortality rates during hospitalization at centers that use com-

puters instead of paper.

- A 2002 study reported in the *Journal of the American Medical Informatics Association* suggests that health IT could reduce the average length of a hospital by reducing delays associated with certain hospital functions and by avoiding costly errors.

3. Doctors will benefit from an investment in health IT

While many physicians realize the positive impact successful EHR implementation can have on a practice, the Congressional Budget Office reported in May, 2008, that as of 2006, only 12 percent of physicians and 11 percent of hospitals have adopted all or most recommended health IT functionalities. Survey results published in the July 3, 2008, issue of *The New England Journal of Medicine* found that 66 percent of doctors who have not adopted an EHR system cited cost as the biggest barrier to adoption. In the 2008 study, the vast majority of physicians who have adopted an EHR system are satisfied with the product: 93 percent of physicians who use fully functioning EHR systems reported being generally satisfied with the systems. The same survey results showed that 82 percent of physicians who had fully functional EHR systems reported positive effects of the system on the quality of clinical decisions. An added benefit for physicians could be lower malpractice insurance costs. The Con-

gressional Budget Office reports that multiple physician liability insurance firms offer discounts to practices that have adopted EHR systems. "The state of the economy and the healthcare system warrant a significant investment in health IT, especially in light of President Obama's calls to computerize all health records within five years," said H. Stephen Lieber, HIMSS president and CEO. "We support the health IT legislation that has been recently introduced and believe it will allow the industry to take important steps toward delivering better quality healthcare more efficiently and at a lower cost." In December 2008, HIMSS released *A Call for Action: Enabling Healthcare Reform Using Information Technology*, outlining specific priorities and recommendations for the Obama Administration and 111th Congress in regards to health IT. The recommendations were developed by more than 100 HIMSS member volunteers and represented necessary measures to develop and sustain a robust health IT infrastructure. The report is available online at www.himss.org/2009calltoaction.

About HIMSS

The Healthcare Information and Management Systems Society (HIMSS) is the healthcare industry's membership organization exclusively focused on providing global

leadership for the optimal use of healthcare information technology (IT) and management systems for the betterment of healthcare. Founded in 1961 with offices in Chicago, Washington D.C., Brussels, Singapore, and other locations across the United States and the globe, HIMSS represents more than 20,000 individual members and over 350 corporate members that collectively represent organizations employing millions of people. HIMSS frames and leads healthcare public policy and industry practices through its advocacy, educational and professional development initiatives designed to promote information and management systems' contributions to ensuring quality patient care.



From this

To this!!



You can't depend on your judgment when your imagination is out of focus.

- Mark Twain





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A BALANCING ACT: BY NANCY CERNY

As consultants, we are constantly being placed in a new situation. Every client is different and has different expectations from us. We can be sent to a client for go live support and be expected to train, create materials, help with the build or workflows, etc.; or we may simply be an addition to the support staff.

Whatever the expectations, we must always remember that by balancing the needs of the client, consultant (you), and your company (LSR) we will provide the best service to our client. This can be difficult at times but there are some simple things to remember in order to accomplish this balancing act. Obviously, there will be times when one of the three needs will require more energy, but that is the basis of life in general.

Be committed to keeping the client's needs and expectations foremost. To do this you should be flexible and pay attention to details in order to provide the best service possible. Always be timely in your deliverables for the client. When given an assignment, always complete it by the expected completion date.

Don't ever assume but close the loop by asking for clarification. For example, you have only supported in family practice departments but are in a meeting discussing workflows for physical therapy. Ask questions in order to fully understand the challenges and processes necessary for PT. Remember, there are no "stupid" questions when in the learning process and you are much better off asking early in the process rather than later when it is "assumed" by the client that you already know their workflows, processes, etc.

By asking for clarification you will also be investing in yourself by learning new processes or workflows which will give you additional knowledge for your next assignment. This learning process will expand the link between the client, LSR, and yourself.

Always keep the links of communication open with the client. Continually strive to improve your knowledge of the client and their needs. Then, when appropriate, get involved in the assessment and needs for the client. Remember, you were hired as an expert and as such,

the client will look to you for input and expertise. Be willing to share this knowledge fully; however, do not use comparisons with other clients. It is an easy trap to fall into but when the client is looking to the consultant for help, he doesn't want to be compared with someone else.

Also keep the links of communication open with LSR. Let LSR know what you are doing and what level of commitment is being asked of you by the client.

Be professional at all times. Don't get involved in client inter-office politics. Use your time wisely and for the client. Do not use client time for surfing the web or for personal matters. Remember, you are a "guest in their house" and as such you can be asked to leave.

Teamwork is also important. Working as a team member with the client staff will develop a good working relationship not only for you personally but also between the client and LSR. It may also create an atmosphere for extensions on your contract, the placement of additional LSR consultants at the client site, or professional references for you in the future.

If there are other consultants at the same client site, reach out to them professionally and per-

sonally. It is nice to have a friend or two when so far from home. They can also be a wealth of knowledge concerning the project.

Be available to work as a team member for LSR. There are always opportunities available. You can write articles for the newsletter, keep looking and listening for new clients, or work with Mary Beth, Traci, Bob, or Rachel in any number of ways.

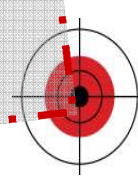
By balancing the relationship between the client, LSR, and yourself, you will create a more balanced life on the road as a consultant. Don't over extend yourself but taking on too many projects so that you are constantly working on and off the client site. Enjoy what free time you have by investigating your new surroundings. Discover the different cultures and historical sites of your host city. There is much to learn and experience while on assignment. It is important for you to take time for yourself.

This balancing act may not be easy. It depends on the client and on you. Be persistent in doing what is best for you, the client, and LSR and in return you will enhance the coordinated effort of the client, LSR and you.





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AN AGENTS' FIELD GUIDE

Although the future is rather uncertain in either case, there are some steps you can take to help keep your mind at ease. (You'll note that most of these apply whether you are self-employed as an independent consultant or employed at a company.) Many of these items will be discussed later in this book.

- **Build a nest egg.** Keep enough money in a money market or savings account to live for six months without income just in case the times get rough. Having the money in the bank will help you to sleep at night.

- **Keep your skills current.** Periodically review the job postings on the internet to see what's hot and what's not. Make sure you have enough skills on your re-

- **Network.** Make sure you cultivate good, mutually beneficial relationships with your peers. Consider volunteering your time to church and civic organizations, industry associations, and user groups.
- **Diversify your income streams.** Look for alternate ways to derive income.
- **Manage your Cash Flow.** There is a very real distinction between your Cash Flow and your Accounts Receivables. Unfortunately, just because someone owes you money, doesn't always mean you'll receive it in a timely manner. Learn to manage your Cash Flow and keep a tight reign on your Accounts Receivables.

Planning Your Own Obsolescence

Frequently your role as a consultant involves planning your own obsolescence. That is,

your goal is to get the client from where they are right now to self-sufficiency. Or to put it another way, taking them from where they are today (dependent on your assistance) to where they are able to do to things without your assistance (self-sufficiency). Why would you want to do something like that? It doesn't seem to make sense to your business! That's part of being a consultant. It's almost paradoxical and ironic: the better you do your job, the sooner your client doesn't need you anymore. However, you will likely find that coming in ahead of schedule and/or under budget will get the client's atten-



tion and additional work or recommendations will follow. When you make your client look good, everyone benefits. Not all consulting agreements are finite in length. Some involve ongoing consulting opportunities. For instance, you may contract with a small business to effectively become their IT department, taking care of their hardware and software needs. In cases like this, everyone usually benefits. The client gains access to your expertise and experience without having to staff an IT department, and you get a reliable source of revenue. Seek out these arrangements!



HIMSS '09 Continued

(Continued from page 2)

to the changing marketplace.



Wednesday, April 8
8:30 – 9:30 AM

Alan Greenspan

Economist, Former Chairman, board of Governors of the Federal Reserve

HIMSS09 welcomes one of the

world's most distinguished economic analysts as a keynote speaker. On August 11, 1987 Dr. Greenspan took office as Chairman of the Board of Governors of the Federal Reserve System. For 18 years and four presidential administrations Dr. Greenspan advised leaders across the political spectrum as he called for a smaller federal budget deficit, freer trade and less government involvement in the economy. His analysis of economic trends for the long and short term has influenced and often shaped the course of policy, international relations and financial markets. Currently, Dr. Greenspan heads a consulting firm in Washington, DC and is the author of *The Age of Turbulence*. During this session he will provide his thoughts on the current economic environment and healthcare system.



Wednesday, April 8
1:00 – 2:30 PM

Jerry M. Linenger, MD, MSSM, MPH, PhD

Captain, Medical Corps, USN (Ret.)
NASA Astronaut
Space Analyst, NBC News

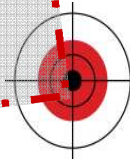
In 1997, Naval Flight Surgeon Captain Jerry Linenger, spent nearly five months aboard the Russian space station Mir during what has been reported to

be one of the most dangerous and dramatic missions in space history. He faced numerous life-threatening events, including repeated failure of critical life-support systems, a near-collision between the space station and a massive re-supply spacecraft, multiple computer failures that sent the space station tumbling uncontrollably through space, and a raging, smoke-billowing fire. In spite of these challenges, he and his two Russian crewmates accomplished all mission goals; shuttle docking, space walking, a Soyuz fly-around, and all 120 of the United States science experiments. Captain Linenger will share his amazing personal story—putting you in the spacecraft with him—and challenge you to embrace change, rise to the occasion, and confront obstacles.





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Briefing from Q1 09



~ No Substitute for Success ~

- Congrats to Darren Lesser and Dave Paulet on their Epic Certifications!!
- LSR welcomes new projects with existing client CHOP
- Congratulations to our employee Darren Lesser on the birth of his new baby!
- LSR welcomes back to new projects Cecelia Newstead and Sherry Colliton
- We visited with our client's in Chicago, Florida, Minnesota and New York.
- Welcome new consultants Mark Nolte, Lisa Stahl and Simmi Julka
- LSR welcomes a new Director of HR Traci Mooney!
- LSR welcomes a new Sales Executive Mike Lucey!
- LSR held quarterly business meeting to review first quarter objectives and prepare for second quarter



AGENT Q'S GADGETS – DRAGON NATURALLY SPEAKING PRODUCT

New Products: Software turns talk to text

DEBORAH PORTER-FIELD, GANNETT NEWS SERVICE



NUANCE COMMUNICATIONS' DRAGON NATURALLY-SPEAKING 10 PREFERRED WIRELESS INCLUDES A PLANTRONICS CALISTO BLUETOOTH HEADSET THAT LETS YOU DICTATE YOUR THOUGHTS WITHOUT WIRES. BY NUANCE COMMUNICATIONS

If you can say it, you can write it with Dragon NaturallySpeaking 10 Preferred software. Nuance Communications says the latest version of its popular speech-recognition software can turn talk into text with

up to 99 percent accuracy at speeds up to 160 words per minute. The new title also includes voice shortcuts that speed up spoken commands for multiclick tasks. Designed to work with documents, e-mail, the Web and other popular PC applications, the Dragon NaturallySpeaking 10 Preferred edition costs about \$200. Another version, Dragon NaturallySpeaking 10 Preferred Wireless, includes a Plantronics Calisto Bluetooth headset that lets you dictate your thoughts without wires. It costs \$350. Other variations are available. www.nuance.com/naturallyspeaking

Note from Editor: Healthcare Systems and Doctors are looking at this software for transcription assistance. Integrated solutions with Application vendors are in the

works at this time with several Healthcare organizations. Though there is a great deal of training involved with the Clinician and the software learning the language itself, there is value in speaking the text instead of hand keying the data into the application. Tools like this may benefit a doctor in time but careful review is essential to avoid errors in the EHR. Let's just say, it gives all of us in Healthcare IT - "something to talk about".

There is a difference between a philosophy and a bumper sticker.
-Charles Schultz



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 Recruiting: tmooney@lsritagents.com
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UNCOVERING THE BEST
 TECHNOLOGIES IN
 HEALTHCARE

HOW TO BECOME AN AGENT

We are only looking for the best of the best. If you are interested in working for a team that values you as paramount to the success of the team, contact us. We currently have several Epic opportunities along with Cerner and McKesson. Contact us: INFO@LSRITAGENTS.COM or 610-409-2770

Agent's Tom Foolery

WHAT TO DO IN CHICAGO

1. Get off of the plane, drive to the first rest stop on the turnpike and get a Chicago Style Hot Dog!
2. Visit Navy Pier and gorge yourself on carnival junk!
3. Must have a deep dish pizza at Pizzeria Uno—be sure you go to store 1...it is the first! - DUH
4. Take your client to the Hancock building for dinner and drinks...watch the spiders climb 95 floors above the ground.
5. Head to the Rock and Roll McDonalds. Of course you have had a Big Mac..it is about this special location!
6. Must do the House of Blues. The food is like TGI Fridays but heck you can listen to some great tunes.
7. If you must shop, head to the Magnificent Mile and shop to your heart's content on Michigan Ave.
8. Go to a game—but pick wisely, in Chicago, you are either a Cubs fan or a White Sox fan...neither the two shall ever come together.
9. Visit my brother—Anthony Ciccarone, here is his number (312) 404-3881...

Inside the mission...from Agent M



Who are we really? Consultants or Resultants? Seems silly; but after thinking about the question,

there comes meaning. With every interview that I partake in, I look for that difference. We call them the "A Players" on the LSR team. Consulting is not an easy job and very few people that I have worked with actually understand this business.

Consultants are individuals who

deliver services on a temporary basis. They fly in, do the work and fly out. They have their social networks on site and at the end of each day head for the hotel or a restaurant for a meal. They put their hours in and they leave. They become a part of the client's team as if employed by the healthcare system. When their contracts come up, panic ensues since they don't want to leave. But as a contracted employee, they must!

Now the Resultant is also a consultant but there are key traits that make a difference. The hours don't matter. It is more about the goal for the client. They are experts in their subject but not afraid to tackle anything the client throws at them. They stay above the politics and drama. They become a source of information. A part of a team and yet different. Service oriented at all times in every occasion. When the engagement is over, they work with leadership to stay or go as needed. This unique indi-

vidual understands the goals of the clients and delivers. They mentor the team and leave when asked.

They base the job on results not the hours they are putting in for their own benefit. Being a Resultant is one of the hardest jobs out there—I know I can't do it! But I salute my team who can and remind everyone in this business of the services we must provide on the promises we made to our clients. Which turns in to improved Patient Care...it is all connected!

