

Presenter and Author

Robecca L. Quammen, MBA

- Hospital Administration/Operations
- Healthcare Software Vendor Management
- Healthcare Consulting
- Currently President of The Quammen Group, Inc.

The Balancing Act

Faster Strategic Decisions
Quicken Time to Execution
Improved Results

Financial Results
Operational Results
Link Business Operations
with Technology

Wireless
Mobile Computing
Electronic Communication

“At general management’s core is strategy;
defining a company’s position,
making trade-offs, and
forging fit among activities”

~ Michael E. Porter

To Add Complexity

Faster Strategic Decisions

Quicker Time to Execution

Improved Results

Mobile Healthcare Marketing Pitfalls

- Don't Fully Understand Initiative
- Incorrect or Flawed Assumptions
- Buy-In At All Levels

Delivering Value Thru Mobile Solutions

- Well Defined, Understood and Prioritized Plan Required
- Implementation can be impeded if initiatives are being defined dynamically

Improved Results

Each IT Initiative must be subjected to the scrutiny of **strategic fit** with **accountable** and **measurable** results.

IT Strategic Marketing is a topic that **transcends**
the collection, storage, reporting,
and transmittal of data.

IT Strategic Marketing is a broad topic
that **encompasses**.....



People



**Business
Practice**



Systems

Vital Components of Successful IT Strategic Planning

People

- Individual Motivation
- Fear of Computerization
- Personnel Costs
- Organizational Culture
- Big Picture
- Integration vs. Functionality



Systems

- References
- Standards Compliance
- Data Redundancy
- Vendor Strategies
- Vendor Alliances
- Best of Breed vs. Sole Source

Business Practice

- Work Flows
- Process vs. Task Orientation
- Clear Vision and Priorities
- Business Plan
- Data Ownership
- Patience and Time

Compromise

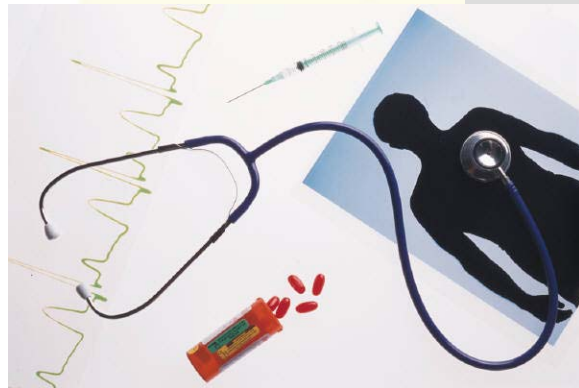


Compromise



Compromise

IT Strategic Marketing encompasses much more than the relationship between the physical parts of the system.



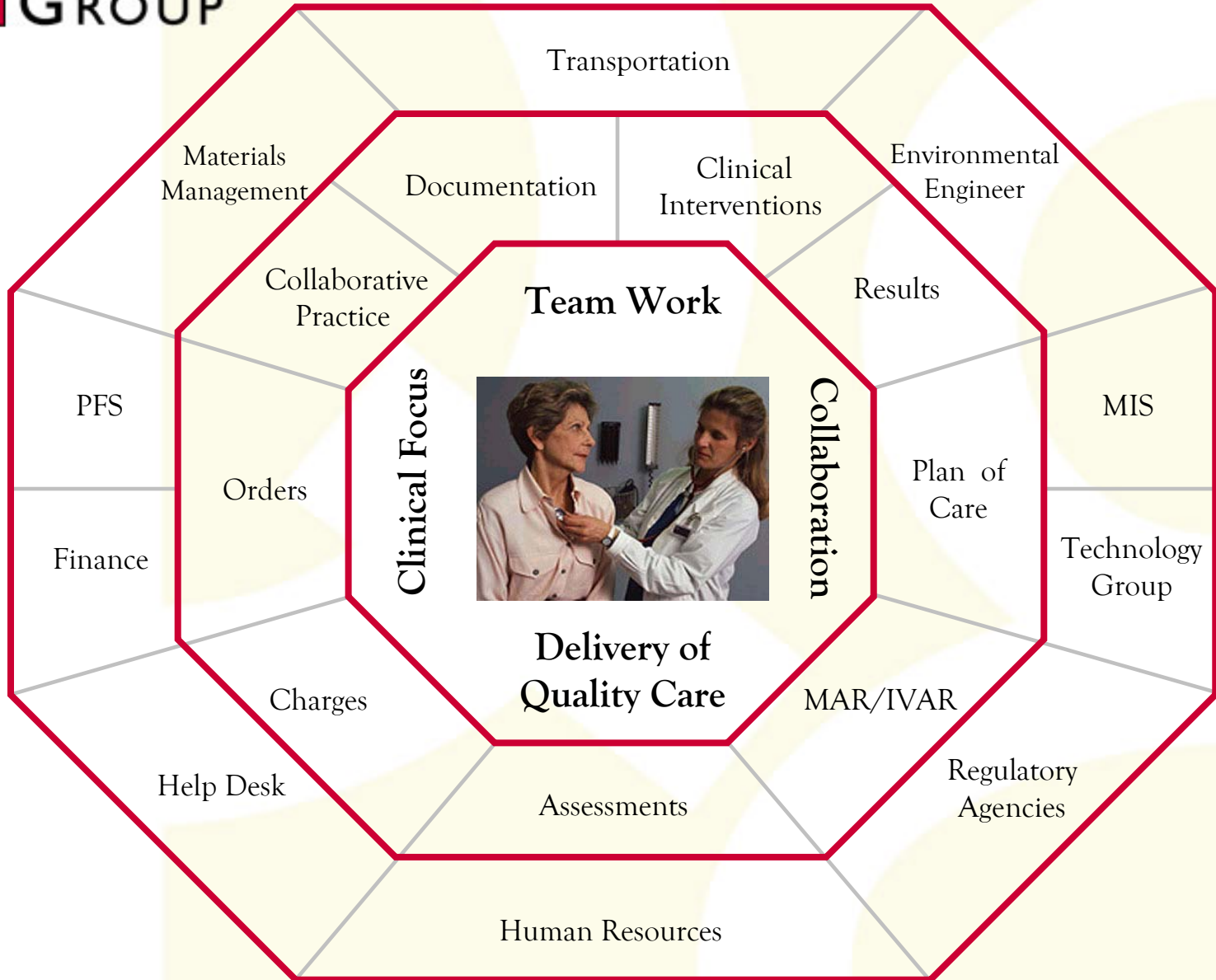
Health
Outcomes

Cost

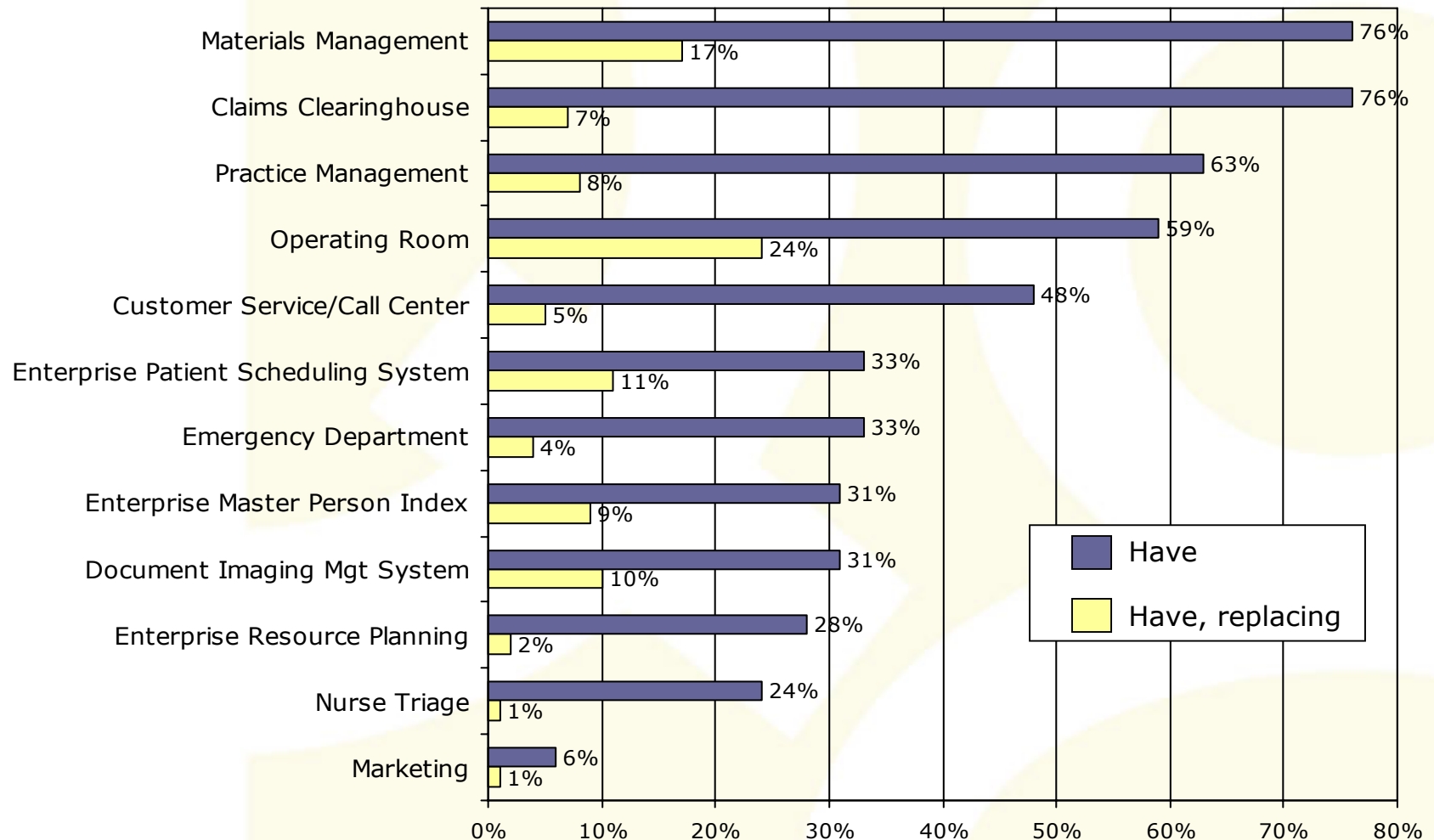
Successful marketing results in the positioning of product and solutions that contribute to the organization.

Your Customer's Goals...

- To effectively compete in defined markets
- To support administrative and back office functions required in the healthcare industry
- To provide an enticing and exciting workplace for current and future staff
- To achieve the greatest possible health outcome at the lowest possible cost

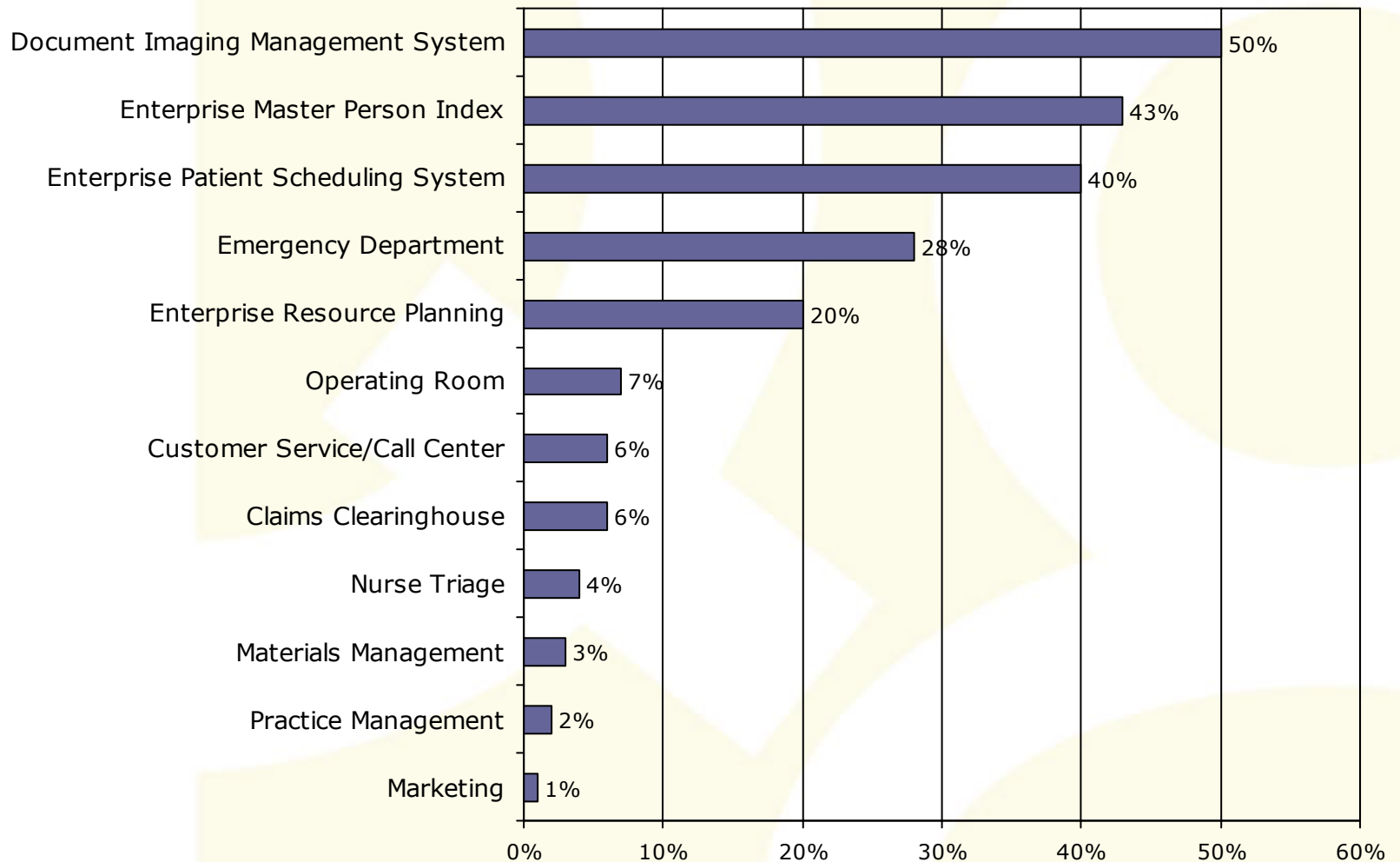


Applications CDO Have and Expect to Replace



Source: Gartner CDO Applications Study, Dec 2001 - Jan 2002

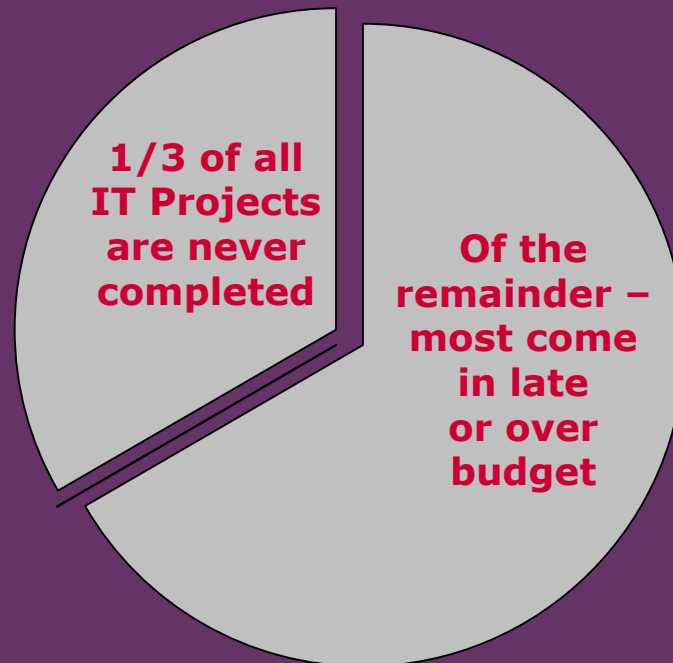
Applications CDOs Are Planning to Add



Source: Gartner CDO Applications Study, Dec 2001 - Jan 2002

It is Documented that....

Less than ½
of all projects
create high
levels of
economic
value



Today's Healthcare IT Messages are.....

- Redundant
- Repetitive
- Conflicting
- Competing
- Confusing

And focus around.....

- Common Operational Themes
- Survival Initiatives
- Technology Advances
- Business Strategy

Common Operational Themes

- Electronic records
- Clinical automation
- Product integration

Survival Initiatives

- Y2K
- APCs
- BBA
- HIPAA
- Leapfrog

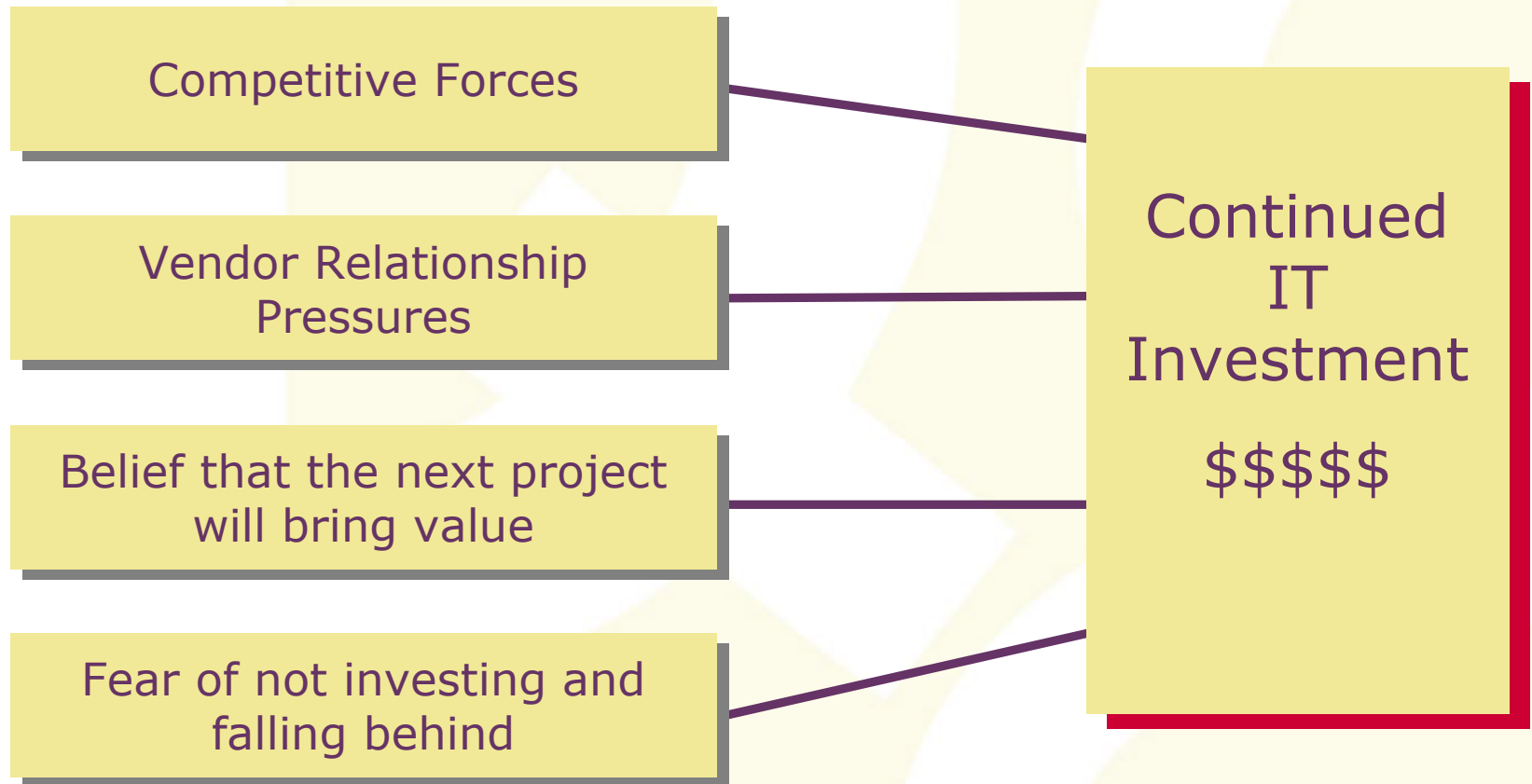
Technology Advances

- Internet
- Intranet
- ASP Models
- XML
- JAVA
- Wireless

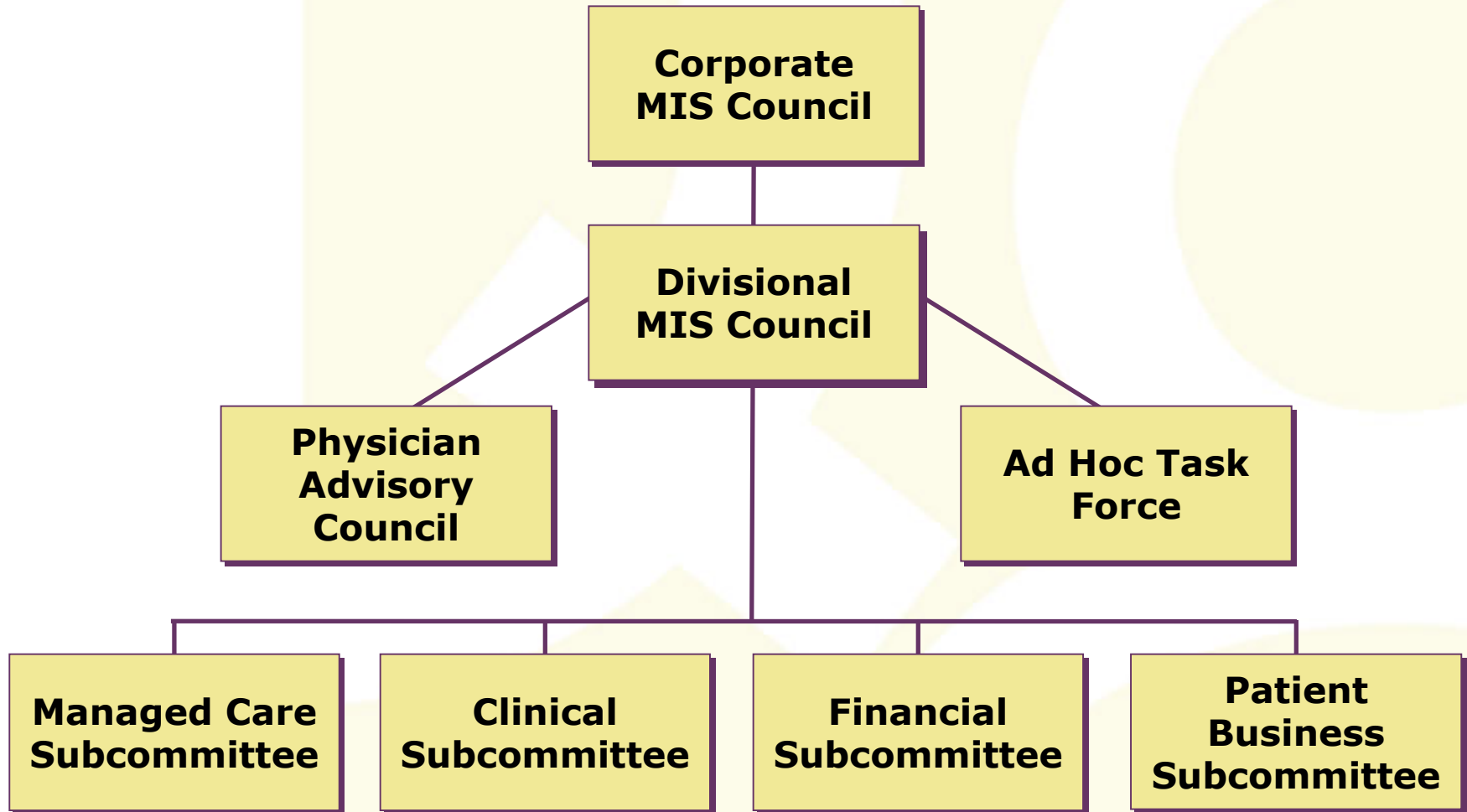
Business Strategies

- Workflow
- Human Capital
- Supply Chain Management
- Aging Population
- Physician Affinity
- Patient Safety
- Outsourcing
- Healthcare Consumer
- Cost and Clinical Performance

Why is there Continued IT Investment?

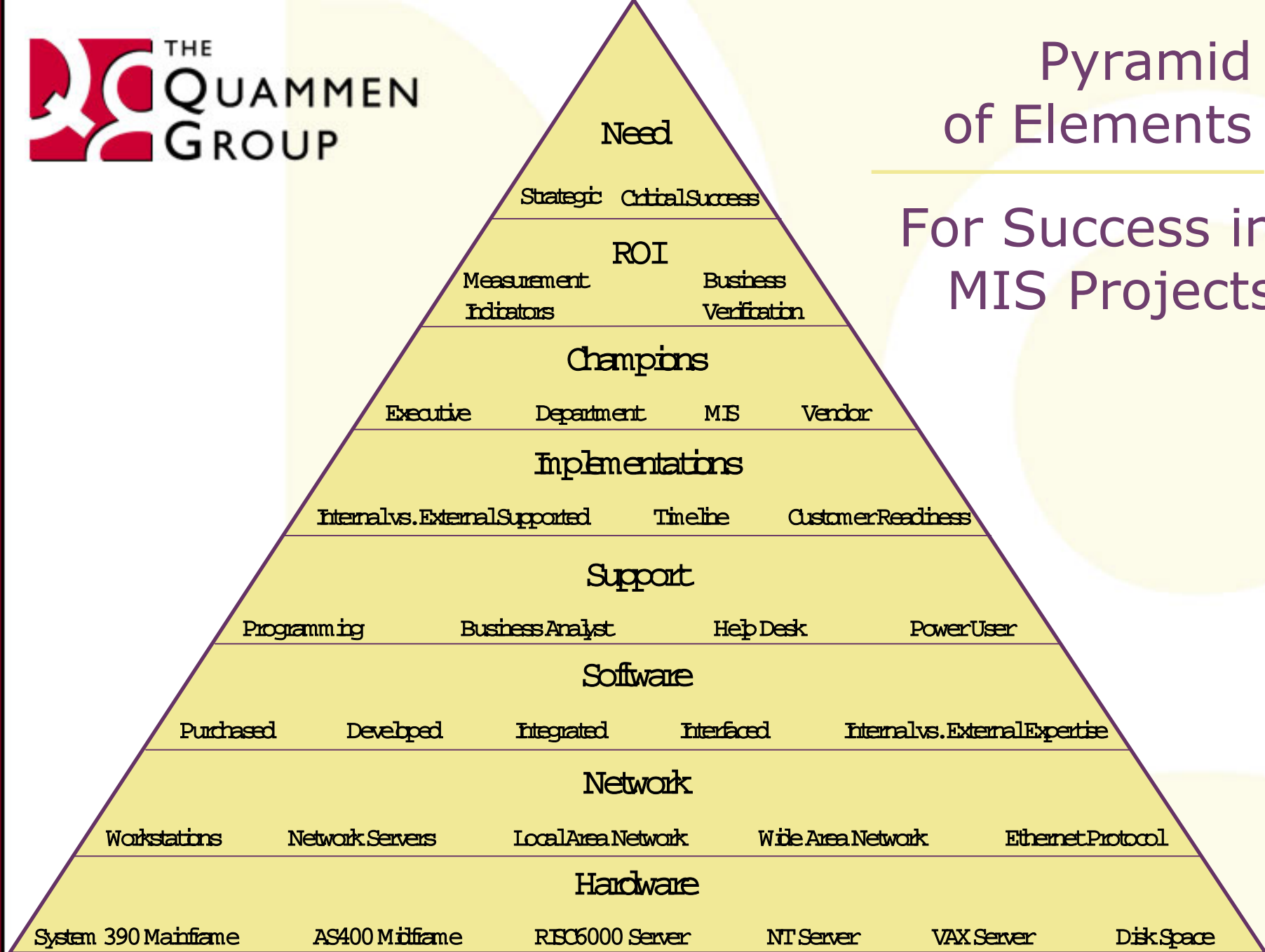


Divisional IS Steering Committees

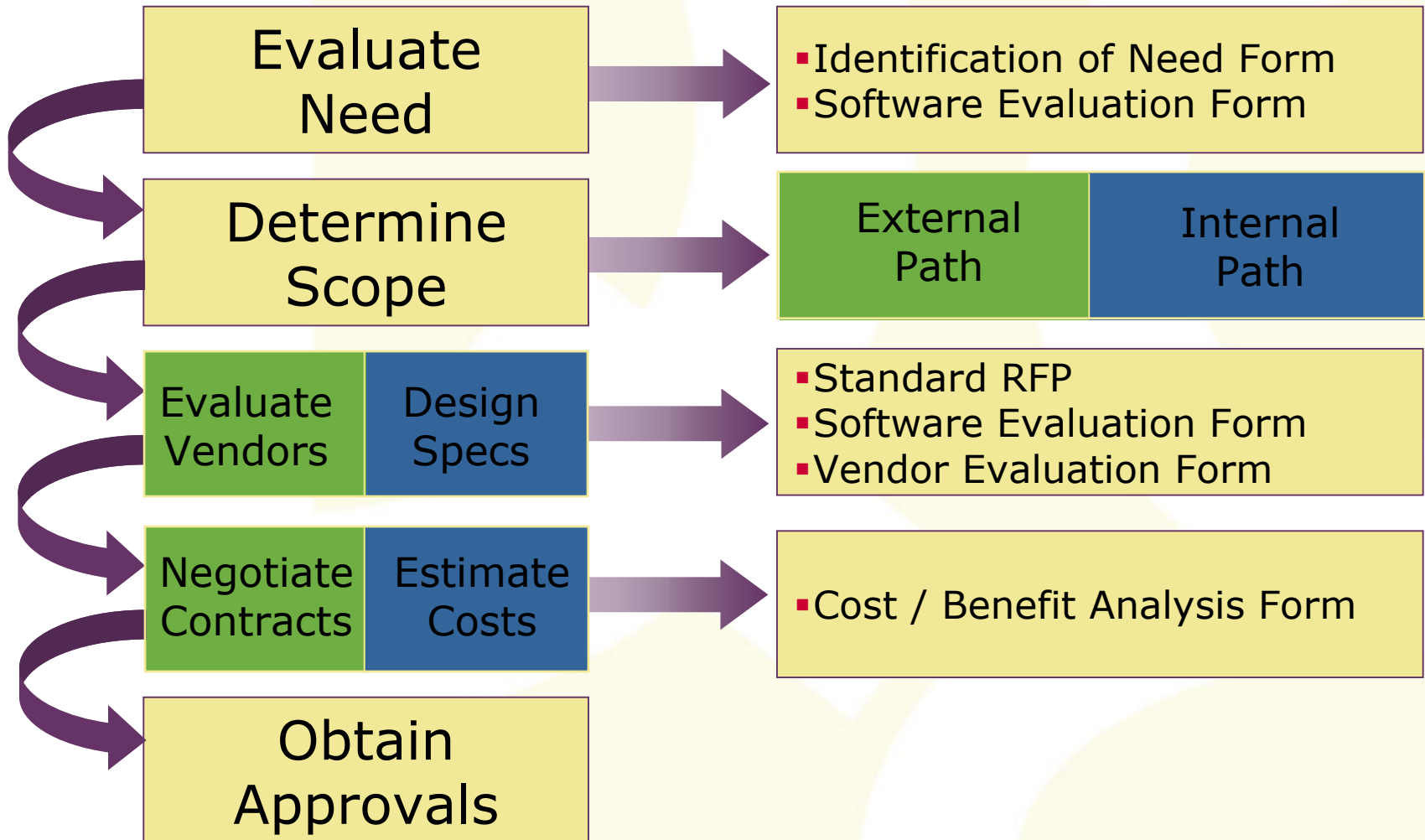


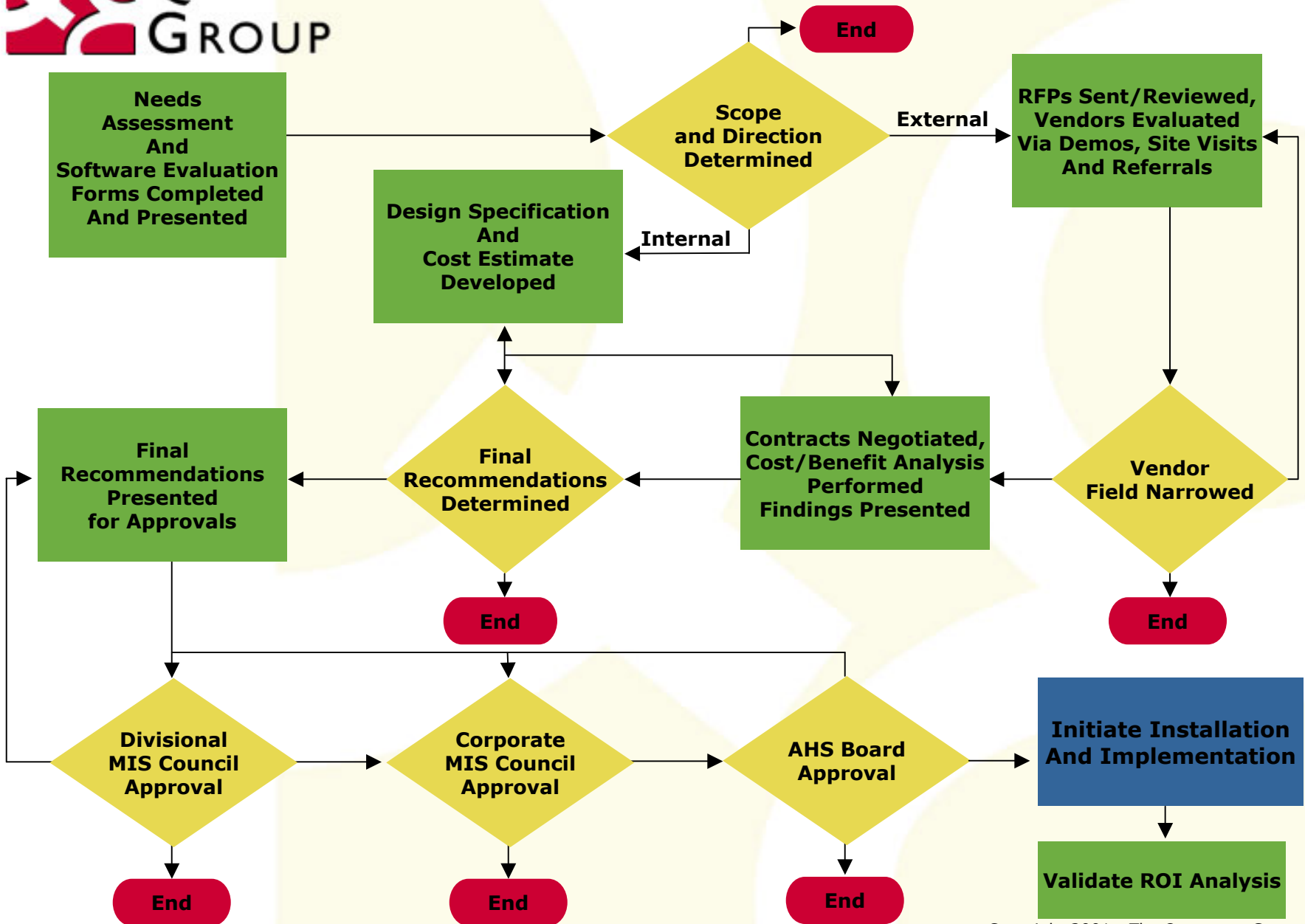
Pyramid of Elements

For Success in MIS Projects



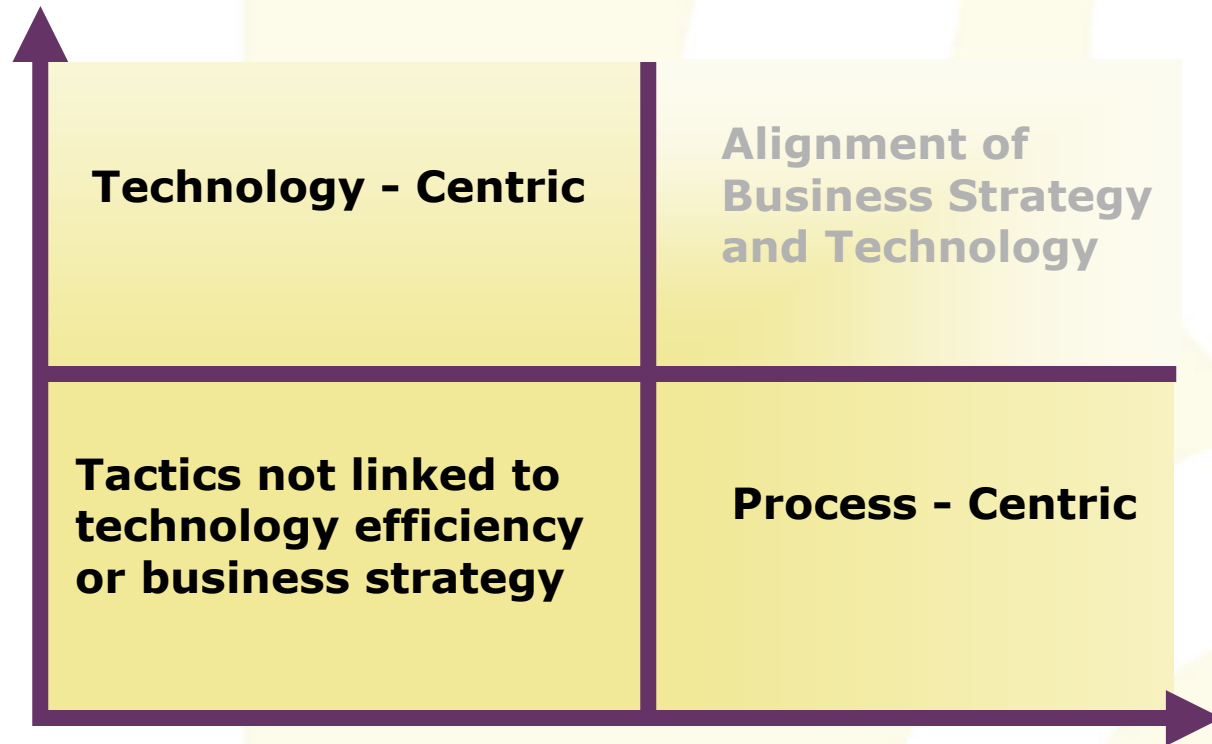
Technology Investment Model





Realities of Planning

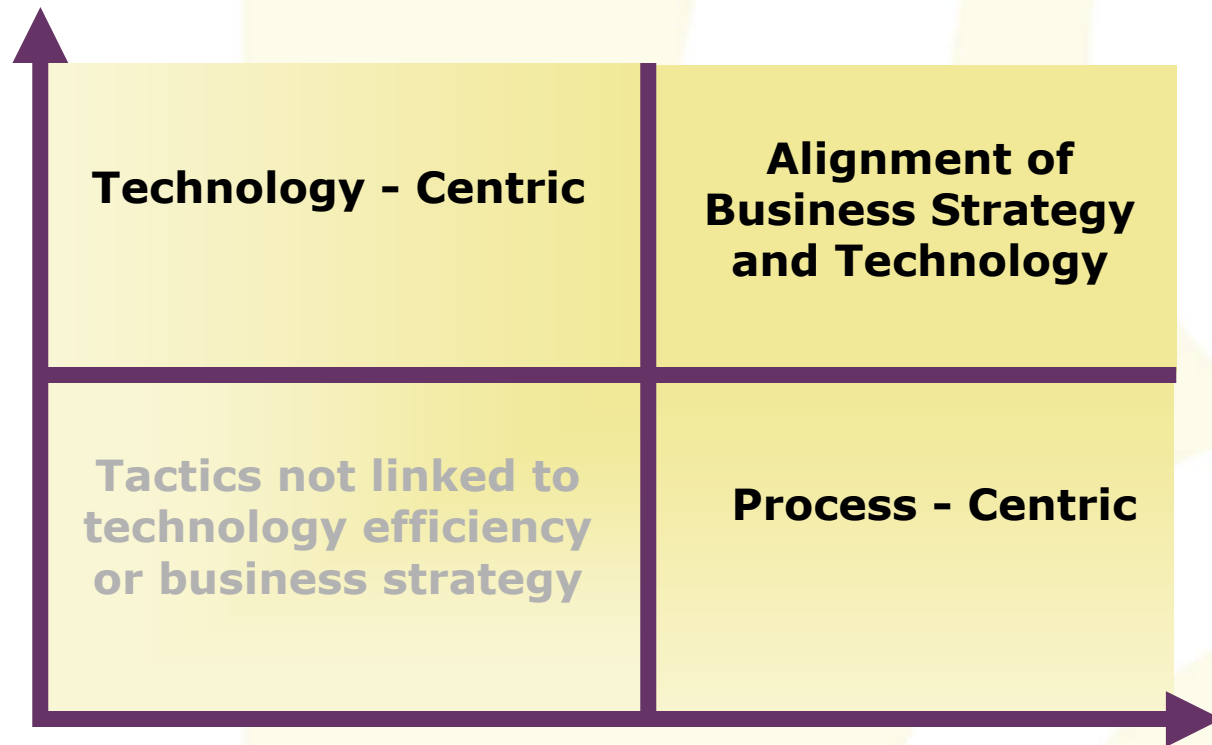
Greater
Technology
Efficiency



Greater
Business
Enablement

Opportunities for IT Planning

Greater
Technology
Efficiency



Greater
Business
Enablement

Focus is on Operational Effectiveness Rather than IT Strategy Development

- Easier to focus on operations
- Demanding of our current time and attention
- Supported by organizational culture and politics
- Provides immediate gratification and results
- Appears to be less expensive
- Requires less planning skill and expertise

Preparing for Success

Expectations

Processes

People

Tools

Preparing for Success

Expectations

Processes

People

Tools

- Senior Management
- Vision / Strategy
- Vendor Selection
- Contract Negotiations
- Implementation Planning
- Operational Results

Preparing for Success

Expectations

Processes

People

Tools

- Operational Analysis
- Re-Engineering
- Product Analysis
- Promotion
- Measurement

Preparing for Success

Expectations

Processes

People

Tools

- Politics / Culture
- Administrative Ownership
- Project Manager
- Project Team
- Extended Team

Preparing for Success

Expectations

Processes

People

Tools

- Project Management Software
- Implementation Methodologies
- Product Documentation
- Business Management Software