



**Business and technology solutions
for the healthcare industry**

Building a platform of information-driven transparency; one that illustrates compelling cost savings, repeatable outcomes, and plausible innovation.

A mandate to reduce costs. Evolving product and care delivery expectations. Increased regulatory demands. Burgeoning data volumes. Continued outcomes-based risks. **To maintain your edge, you must be ready to respond to these critical industry challenges.** With a team of experienced healthcare consultants and a collaborative approach tailored to your needs, West Monroe Partners is the partner that can help you drive greater clinical, operational, and IT effectiveness – and, ultimately, competitive advantage.

INCREASING EFFICIENCY AND EFFECTIVENESS IN A CONSTRAINED AND DEMANDING ENVIRONMENT.

The blueprint for tomorrow's healthcare organization depicts a platform of information-driven transparency – one that illustrates compelling cost savings, repeatable outcomes, and plausible innovation. **In a reforming healthcare industry, leaders will be the organizations that focus on five key business levers – the 5 Cs – concurrently in order to instill necessary change and survive.**

Cost Containment. Rising medical losses, the increasing cost of care, high utilization rates, and demanding regulatory changes are straining provider and market relations. Cost containment measures are competing against revenue generating/service enhancing initiatives – forcing healthcare organizations to search for more sophisticated and automated processes that can rein in costs while not alienating members/patients and/or ecosystem partners.

Currency of Information. Proliferation of data – from myriad internal systems, as well as externally interfacing sources – is quickly becoming an insurmountable burden for healthcare organizations, from both normalization and analytical use perspectives. Industry leaders must be able to integrate medical record, laboratory, diagnostic imaging, pharmacy, benefit, and financial information in order to make the right business and clinical decisions.

Collaboration. The success of configurable products and service levels – for example, high-deductible plans and concierge care – is forcing

industry executives to create consumer-driven options that increase access, improve quality, and lower costs. To accomplish all of these goals, organizations will need to partner with others across the healthcare value-chain and differentiate their services through combined capabilities.

Consumer Channel. Requirements for sophisticated decision support tools, product selection, and medical care choices continue to evolve, along with service expectations. At the same time, healthcare organizations can derive growth opportunities through their ability to attract, retain, and educate consumers – influencing consumer behavior by identifying new channels and refining existing channels.

Compliance. Standardized reporting and audit ability are the realities of any business environment but particularly relevant to the healthcare industry. Healthcare data disparity and the need for confidentiality add a layer of complexity for healthcare organizations, which must define and deploy pointed IT solutions that enable timely compliance.

POSITIVE CHANGE in the healthcare industry with the “5C” Business Lever framework

1. COST CONTAINMENT

Measurable quality and value of your care

2. CURRENCY OF INFORMATION

Single view across your clinical, operational, financial, and market data

3. COLLABORATION

Increased communication within your healthcare value chain

4. CONSUMER CHANNEL

Improved consumer satisfaction fostered by new and innovative eChannels

5. COMPLIANCE

Market leadership through early adoption of regulatory compliance solutions

A SOLID TRACK RECORD FOR HELPING HEALTHCARE ORGANIZATIONS REALIZE VALUE.

Business acumen, technology skills, functional expertise, and project management skills are all vital to enhancing performance and achieving key business goals. But, when it comes to selecting a potential consulting partner, the critical ingredient is industry experience.

West Monroe Partners' healthcare team has years of practical, hands-on experience in all facets of the healthcare industry. We recognize your critical issues and challenges. We understand the leading and evolving practices in your industry. We can recommend strategies and best practices that will work in your environment. And, we have the skills to manage and execute the required changes and deliver measurable results.

We tailor our services and solutions to the unique needs of each healthcare industry segment.

The right partner makes the difference.

In the rapidly evolving healthcare industry, your choice of partner can make a big difference.

West Monroe Partners brings more to the table than skills and experience. One of the things we believe you will find different – and refreshing – is our collaborative approach. We partner with you from start to finish – building a solution that is the right one for your goals and your environment.

- We start by listening.
- We look holistically at your organization and its operations—and beyond to your customers, suppliers, and partners.
- We examine your needs through multiple lenses of strategy, people, processes, technology, and potential for outsourcing.

- We bring a balanced business and technology perspective.
- We apply industry knowledge, perspective, and best practices.
- We create a solution aligned with your business goals.
- And, we provide any and all resources to help you ensure successful, efficient implementation.

That's business in the right direction.

	Managed Care Organizations	Care Providers	Pharmaceuticals / Life sciences	Bio-technology / Medical devices	Public Health
Customer relationship management	<ul style="list-style-type: none"> • e-Channel strategy • Customized products by disease state 	<ul style="list-style-type: none"> • Patient satisfaction monitoring • Provider network management 	<ul style="list-style-type: none"> • Sales and marketing process optimization • eDetailing enablement 	<ul style="list-style-type: none"> • Sales and marketing process optimization 	<ul style="list-style-type: none"> • Cohort/study participant management • Alliance/Member/Community support
Business intelligence	<ul style="list-style-type: none"> • Advanced analytics for outcomes and costs management • Data warehousing for claims and disease management 	<ul style="list-style-type: none"> • Patient / provider profiling • Utilization / case management data aggregation 	<ul style="list-style-type: none"> • Integration of phenotypic, genomic, and market data • Analytics for drug concomitancy identification 	<ul style="list-style-type: none"> • CQI process monitoring • ERP data integration 	<ul style="list-style-type: none"> • Research data management and statistical analysis • Knowledge management and data sharing
Proprietary solutions	<ul style="list-style-type: none"> • Information collection for employers (ICE) for Section 111 compliance • ICD-10 mapping and conversion accelerator 	<ul style="list-style-type: none"> • Disease management accelerator • ICD-10 mapping and conversion accelerator 	<ul style="list-style-type: none"> • CRM accelerator • Analytics accelerator 	<ul style="list-style-type: none"> • CRM accelerator • Analytics accelerator 	<ul style="list-style-type: none"> • Effort Certification Reporting accelerator
Cross-Healthcare Industry Solutions					
Mergers and acquisitions advisory services	<ul style="list-style-type: none"> • Application rationalization • Compliance reporting • Technical due diligence 				
Systems integration / program management	<ul style="list-style-type: none"> • IT roadmap • Legacy system(s) modernization • EMR/EHR alignment and integration 				

