

aspen trust

A collection of industry veterans and rising stars, focused on

ingenuity to deliver real results,

intensity toward client success,

and **integrity**, above all.

ingenuity | intensity | integrity



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Aspen Advisors

Focused on healthcare. Committed to your success.

Aspen Advisors is a world-class professional services firm dedicated to helping healthcare delivery and health plan organizations enhance processes and streamline operations through the strategic and effective use of technology. We understand the complexities of operational processes, the vendor landscape, the political realities, and the importance of delivering projects successfully — the first time.

Clients engage Aspen Advisors because they know we approach every challenge without preconceived solutions, and we bring healthcare operational and IT expertise to optimize the value of their information technology investments. We understand both health plan and health delivery operations and technology and the intersections and synergies between these two facets of the healthcare industry — especially important as the industry moves toward the accountable future.

Established in 2006, we've grown significantly year-over-year and have earned accolades for our culture, service delivery, and growth. We were selected as one of *Consulting* magazine's "Best Firms to Work For 2012" and named among the top 20 in *Modern Healthcare's* annual recognition of the top 100 employers in the healthcare industry in both 2011 and 2012. Our hallmarks are top quality service and satisfied clients; we're proud of our KLAS rankings and that 100% of our clients are referenceable. For the last five consecutive years, we've ranked in the Top 5 in KLAS' "Best in KLAS Awards" report in the Planning and Assessment category and were included in the Top 20 in the Clinical Implementation Supportive market segment. In 2012, Aspen was among the top three firms in the Overall Services Firms Ranking.

“ Saint Luke's has had a long-standing relationship with Aspen and several members of the leadership team. They always bring the right experience to the table, consistently deliver valuable and candid advice, and deliver as promised time after time. ”

— Debe Gash,
Chief Information Officer,
Saint Luke's
Health System
Kansas City, MO

ingenuity to deliver results,

Why Aspen Advisors?

We bring a unique blend of strategic and operational thinking to your toughest challenges – providing practical solutions that deliver measurable results.

We are:

Diverse. We are a rich mix of respected industry veterans and rising stars, united by high expectations and a complete commitment to healthcare. We bring our varied experiences, perspectives, and broad skill-sets to each assignment and deftly collaborate to bring the best ideas forward.

Down to Earth. We are cordial, collegial, and accessible, with no strict hierarchies or prima donnas. We won't bury you in MBA-speak or bore you with consultant jargon. Instead, we tell it like it is and are always ready to roll up our sleeves and get to work.

Dedicated. We are the best of the best, who love what we do and put our full skills and selves into our work. We take pride in maintaining our impeccable reputation and are committed to ethics, integrity, and 100% client satisfaction. For us, it's not just business — it's personal.

Discerning. We are selective about our client engagements and the talent we bring on board. Our goal is to work with and for industry leaders who are using healthcare technology to foster innovation and make meaningful change. We are seasoned experts who seek the most challenging projects: the ones that will benefit from our unique blend of ingenuity and consulting expertise.

Dynamic. We are continually growing and evolving — as individuals and as a group. We are nimble, versatile, and resourceful. We bring passion to every engagement, and our mantra is simple: to improve healthcare, one project at a time.

intensity toward client success,

Our Clients

Industry leaders. Game changers.

We work with industry leaders who are using technology to foster innovation, make meaningful change, and achieve the Triple Aim. We do not believe in standard industry answers, knowing that solutions specific to each client's environment yield the greatest value. Our client list includes major international and specialty health plans as well as the following healthcare organizations:

- Adventist Health
- Akron Children's Hospital
- Akron General Health System
- Asante Health System
- Baystate Health
- Blanchard Valley Health System
- Bronx-Lebanon Hospital Center
- Cabell Huntington Hospital
- CentraCare Health System
- CentraState Healthcare System
- The Children's Hospital of Philadelphia
- Cleveland Clinic Health System
- Commonwealth Care Alliance
- East Jefferson General Hospital
- Fairview Health Services
- Franciscan Missionaries of Our Lady Health System
- Frederick Memorial Healthcare System
- Good Shepherd Rehabilitation Network
- Hazelden
- Hennepin County Medical Center
- Indiana University Health
- John C. Lincoln Health Network
- Kingsbrook Jewish Medical Center
- Legacy Health System
- LibertyHealth
- Longmont United Hospital
- Lucile Packard Children's Hospital
- Maimonides Medical Center
- MaineHealth
- Mary Washington Healthcare
- Mayo Clinic and Mayo Clinic Health System
- Methodist Healthcare
- The MetroHealth System
- MidMichigan Health
- MultiCare Health System
- North Shore-LIJ Health System
- Norwalk Hospital
- OhioHealth
- Penn Medicine
- Presence Health
- St. Anthony's Medical Center
- Saint Francis Hospital and Medical Center
- St. John Health / Ascension
- Saint Luke's Health System
- Shore Medical Center
- Sisters of Charity of Leavenworth Health System
- SSM Health Care
- Texas Health Resources
- UMass Memorial Medical Center
- University Hospitals
- University of Arkansas for Medical Sciences
- University of Colorado Hospital
- University of Pittsburgh Medical Center
- University of Toledo Medical Center
- University of Utah Health Care
- Virtua
- William W. Backus Hospital

“Aspen's ability to come in and quickly understand the critical points for improvement in our organization and deliver concrete, implementable recommendations was impressive. Their professional yet personal approach resulted in universal acceptance across all levels of our organization; I haven't experienced this type of consulting anywhere.”

— Mike Cirba,
Chief Information Officer,
Good Shepherd
Rehabilitation Network
Allentown, PA

and **integrity**, above all.

Our Services

Solving your toughest healthcare IT challenges, one project at a time.

We know that technology is a means to an end, and we have a razor-sharp focus on helping you make progress toward the IHI's Triple Aim of better health, better healthcare, and lower per capita costs. Our services portfolio is crafted around the most common ways healthcare organizations are using IT to enhance processes and streamline operations to achieve those goals.

Our service offerings span the lifecycle of clients' consulting needs. We provide outside perspectives, executive education, and unbiased advice to facilitate management decision making and strategic planning. We have hands-on experience helping clients implement IT solutions and enhance operational processes supported by new technologies. Ultimately, we can help you realize the value of your IT investments and improve the effectiveness of your healthcare organization in improving the patient experience of care, improving the health of populations, and reducing the per capita cost of healthcare.

From strategy to execution to optimization, our core services have been tailored to help you address your priorities:

STRATEGY	EXECUTION	OPTIMIZATION
<ul style="list-style-type: none">• Develop your technology roadmap to support the shift from volume-based to value-based care• Evaluate EMR vendors and plan for implementation• Streamline governance and decision making• Plan for mergers, acquisitions, and other affiliation efforts	<ul style="list-style-type: none">• Implement clinical systems, drive adoption, and achieve Meaningful Use• Complete ICD-10 implementation and audit compliance• Make real progress on tele-Health, eHealth, and mHealth initiatives• Update and modernize infrastructure technologies	<ul style="list-style-type: none">• Leverage big data and data analytics to create an information-driven culture• Realize value from EHR and other systems investments• Lead change efforts and support performance improvement initiatives• Optimize IT service delivery• Plan for long-range IT workforce needs

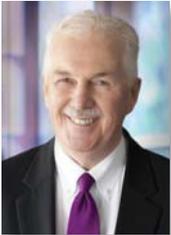
We are experienced with tailoring existing services and building from our collective experience to address your specific needs and circumstances.

Meet Our Leadership Team

A track record of innovation in healthcare.

The leadership team at Aspen Advisors has decades of combined years of experience strategizing, planning, and implementing IT programs for the healthcare industry. And while technology has changed the industry exponentially over the past 30 years, our commitment to helping clients use it to their advantage hasn't.

In Their Own Words



Marty Belscher, Principal

What do you like best about what you do?

"I'm passionate about leveraging IT and improving processes to ultimately improve care quality. The future offers the promise of something even more satisfying: the opportunity to help our clients implement systems and processes to keep patients healthy proactively and make hospital stays less frequent, and in some cases, avoidable altogether."



Jim B-Reay, Principal

What do you like best about what you do?

"I'm a Sudoku and crossword junkie and learn languages as a hobby. In my work life, I'm lucky to be able to come in to a client, learn THEIR language, and help them figure out solutions to their puzzles. In that way, my work and my play are sides of the same coin."



Jody Cervenak, Principal

What do you think is the biggest future technology challenge facing the healthcare industry?

"Transforming the patient experience to empower them with access to information and self-service capabilities to support the growing demands of consumerism. The healthcare industry must quickly evolve toward more user-friendly, convenient alternatives — shifting to "online healthcare" as a service and paving the road to true personalized medicine."



Dan Coate, Principal

What's a defining moment from your pre-Aspen career?

"After a few years consulting in a variety of industries as part of a Big-8 firm, I found I had very little passion for the work. Then, I landed in my first healthcare engagement. Immediately, I was hooked by the prospect of helping clients and people at the same time. To this day, I still have the same passion — regardless of whether serving a health delivery client and a patient or a health plan client and a member."



Dan Herman, Founder and Managing Principal

What do you think is the biggest future technology challenge facing the healthcare industry?

"I see three main challenges: 1) getting financial return out of sizable technology investments, 2) facilitating patient-centric data communications among disparate technologies across multiple organizations to promote consumer engagement in wellness and care monitoring/delivery, and 3) extracting and converting clinical and financial data into useful information that can be used to improve the practice of medicine and reduce the cost of service."



Dawn Mitchell, Principal

What's a defining moment from your pre-Aspen career?

"I built a 25-person Chicago-based consulting team that was named one of "Chicago's 101 Best and Brightest Companies to Work For". From the team's feedback about the award, I realized that the most important thing you can do to build and retain a happy and high-performing team is to establish a culture of mutual trust and respect. People want to be told the truth, they want someone to listen to them and support what is important in their life, and they want to be recognized for the value they contribute. Add a dash of fun, and you have the recipe for building a highly successful and happy team!"



Gregg Mohrmann, Principal

What do you like best about what you do?

"I love solving problems and helping my clients with tough situations and difficult projects. I'm very motivated by helping teams grow and helping clients obtain value from their technology investments."



Guy Scalzi, Principal

What's a defining moment from your pre-Aspen career?

"My software business had taken me to Europe for three years. When I was planning to return to the U.S., I spoke to a friend who was a hospital CEO and asked him what I should do. He said since I was a hospital administrator, who also knew computers, I was probably a CIO. He also said he needed one and hired me over the phone."



Craig Schlusberg, Principal

What do you like best about what you do?

"The chance to use my skills in IT and leverage the skills of our whole team at Aspen to make a real difference. It makes patients uneasy to see men and women in suits walking around a hospital. We're on our phones, we're heading from one meeting to the next, and we might appear to be oblivious to their pain and frustrations. But we understand their frustration, and we're working hard to ease it – by integrating new technologies and processes that make things easier, faster, and safer for patients and their caregivers."



Bob Schwyn, Principal

What's a defining moment from your pre-Aspen career?

"Early in my career I had the opportunity to partner with a chief medical officer to implement new and innovative advances in clinical informatics. From this I realized that technology alone does not drive improvements in healthcare delivery. Rather, strong medical leadership is instrumental in driving changes to organizational culture and health delivery practices. It confirmed for me that to realize value from technology investments, there needs to be significant and diligent focus on adoption and change management."



Mark Van Kooy, MD, Director

What do you think is the biggest future technology challenge facing the healthcare industry?

"The need to make the electronic medical record a true tool for safety and efficiency. To achieve this, the EMR must fit seamlessly in the clinician's workflow, present clinical information in a clear and organized manner, and anticipate the needs of the clinicians and potential process failure points during each episode of care."



Jeffrey White, Principal

What do you think is the biggest future technology challenge facing the healthcare industry?

"The establishment of ACOs and inter-organizational sharing of patient data. The sharing of relevant data in the patient record will help improve the quality of patient care, further avoid adverse events, and help drive down malpractice insurance and litigation costs."

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