

# SUMMIT SPONSORS

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## **FORUM FOR HEALTHCARE STRATEGISTS**

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**The Forum for Healthcare Strategists** was established in 1996 by a distinguished group of senior healthcare strategists seeking an opportunity to collectively examine current and future strategies for the delivery of healthcare. The Forum provides networks of communication and support, as well as opportunities for professional development, with the ultimate purpose of inspiring new, more effective models of care. More than 3,000 organizations have benefited from the competitive intelligence the seminars and conferences sponsored by the Forum...and its sister organization, the Healthcare Strategy Institute...provide to healthcare executives.

For more information on joining the **Forum**, the leading membership group for senior-level healthcare marketers and planners, visit the Registration Desk or [www.healthcarestrategy.com](http://www.healthcarestrategy.com).



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**Aegis Health Group**, the leader in revenue growth strategies for hospitals, implements business development initiatives that drive market share. Aegis also helps hospitals enhance physician alignment using an issues-resolution approach that is sales focused, accountable and measurable. For over 20 years, Aegis has been providing hospitals with proven ROI results. For more information, visit [www.aegishealthgroup.com](http://www.aegishealthgroup.com).



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**Barlow/McCarthy** is nationally recognized as one of the few consulting firms in the country that is devoted exclusively to balancing the needs of hospital leadership with the needs of the medical staff. Their founding partners, Kriss Barlow and Allison McCarthy, have more than 40 years of combined experience in their field. They are nationally recognized experts who have lectured, conducted seminars and webcasts, and published articles on physician relations, medical staff development, recruitment and retention, and relationship building. In addition, Barlow/McCarthy's team of consultants provide the special skills, insights, and unparalleled experience to create solutions that address the delicate nuances of the hospital-physician relationship and bring hospitals and physicians into sync with one another.



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[www.ecgmc.com](http://www.ecgmc.com)

**ECG** offers a broad range of strategic, financial, operational, and technology-related consulting services to healthcare providers. As a leader in the industry, ECG provides specialized expertise to community hospitals, academic medical centers, health systems, and medical groups. For nearly 40 years, our approximately 100 consultants have played an instrumental role in developing and implementing innovative and customized solutions that effectively address issues confronting healthcare providers. ECG has offices in Boston, San Diego, Seattle, St. Louis, and Washington, D.C.

Please visit our Web site at [www.ecgmc.com](http://www.ecgmc.com) to register for any of our complimentary Webinars and to access more information, including case studies, and articles based on our work in helping to address some of the most difficult and complex strategic, operational, financial, and political issues within the healthcare industry.



## CRM, PRM & Healthcare Analytics

### eVariant

136 Simsbury Road; Building 12  
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904-329-4686 Fax: 860-409-0679  
[www.myhealthconnect.com](http://www.myhealthconnect.com)

eVariant works with healthcare marketers to **increase volume**, **track referral patterns** and **reduce operational costs** while enhancing collaboration through our Provider Relationship Management (**PRM**) platform, HealthConnect.

HealthConnect is different than most solutions and built based on the aggregated requirements of dozens of Physician Relations teams. Please visit [www.MyHealthConnect.com](http://www.MyHealthConnect.com) for more information.



### HEALTH DIRECTIONS, LLC

Two Mid America Plaza; Suite 1050  
Oakbrook Terrace, IL 60181-4724  
312.321.6360 Fax 630.590.6370  
[www.healthdirections.com](http://www.healthdirections.com)

**Health Directions, LLC**, headquartered in Oak Brook, IL, is a national consulting firm with over 25 years of experience working with medical groups to improve their financial, operational and strategic performance. We have successfully worked with a variety of private and academic medical groups, as well as associated hospitals across the country to address issues affecting strategic direction, organization structure, physician compensation, health information technology, financial and operational performance.

Our firm is comprised of seasoned healthcare consultants with a depth of expertise in practice operations, revenue cycle management, information system selection and implementation, organizational restructuring, managed care contracting, medical staff development, physician compensation plan development and strategic business planning. Using a collaborative process, we partner with our clients to develop consensus around a set of actionable, sustainable and realistic business solutions. In the process we emphasize a process of knowledge transfer in which our clients not only benefit from our experience, but also learn firsthand how to apply the benefits to their work environments.



## HEALTH MARKET SCIENCE

### Health Market Science

2700 Horizon Drive  
King of Prussia, PA 19406  
443-277-5218  
[www.healthmarketscience.com](http://www.healthmarketscience.com)

**Health Market Science** provides hospitals and health systems with access to detailed profiles of physicians and other practitioners in your service area or nationwide through our Provider MasterFile. The HMS MasterFile is the industry's most accurate, comprehensive, and easy to use physician database and includes physical addresses/phone numbers, email addresses, national identifiers and license numbers, sanction status, specialty and sub-specialty, and hospital and practice affiliations. Our services include:

- Customized local, regional, or national physician data extracts—that can be easily integrated into your CRM and/or other systems or in an easy to use stand-alone format
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Whether you are trying to acquire new physicians, retain existing physicians, or expand relationships with targeted physicians, Health Market Science has the data solutions to support you.



### MedSynergies

909 Hidden Ridge; Suite 300  
Irving, TX 75038  
972-791-1224 Fax: 972-819-0050  
[www.medsynergies.com](http://www.medsynergies.com)

**MedSynergies** partners with health care organizations and physicians to align their operations by providing revenue cycle management, practice management, consulting services, business process analysis and software integration solutions. Leveraging its knowledge and experience in hospital-physician alignment, MedSynergies improves processes, optimizes technology and builds on trusted patient relationships, enabling hospitals and physician practices to offer quality health care. Founded in 1996, MedSynergies is privately held and headquartered in Irving, Texas. MedSynergies currently partners with hospitals and health networks and serves more than 7,400 providers in 55 specialties in 15 states.



## **Navvis & Company**

15945 Clayton Road; Suite 360  
Ballwin, MO 63011  
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[www.navvisandcompany.com](http://www.navvisandcompany.com)

**Navvis & Company** is a management consultancy specializing in strategy, leadership and performance in the health services industry. The firm provides counsel and support to health systems, hospitals and physician groups on the development of innovative, market-linked strategies to build future ready health care organizations, cultivate tomorrow's leaders and strengthen strategic performance.



## **PRIVATE HEALTH NEWS**

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**REACH3**

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[www.reach3.com](http://www.reach3.com)

**REACH3** is the market leader for healthcare customer relationship management (CRM) and physician referral solutions. Partnering with hundreds of healthcare organizations across the country, REACH3 utilizes data-driven technology to optimize marketing and measure results. Headquartered in Verona, Wisconsin, REACH3 is a wholly owned subsidiary of Third Wave Research, Ltd.