

## FOCUSED SOLUTIONS FOR THE HEALTHCARE MARKET

The foundation of a good company is to develop value-based solutions that address the needs of a market. A great company combines that market vision with proven delivery capability to assure quality and excellence are realized time and time again. At Santa Rosa, we have developed market leading solutions that truly combine vision and market excellence backed by the simple commitment of 'saying what we do and doing what we say.'

In recent market surveys clients identified the five primary criterion utilized when selecting their partners to deliver the value they were seeking:

- // Outcome-Based Results
- // Predictable Price (fixed fee where possible)
- // Solution versus Artisan Approaches to the market
- // Automation and Repeatability via Tools, Business Accelerators and IP
- // 'At Risk' Service Levels (skin in the game)

At Santa Rosa, we have developed a comprehensive service portfolio that meets these defined market objectives. A portfolio that truly distinguishes us from the competition. We simply follow three basic principles:

1. We do what we do well. We cannot be all things to the market.
2. We deliver quality, time and time again, to reduce cost while delivering quantified value. Proven services that are 100% referenceable.
3. We stand behind our work with a client-first approach that provides predictable cost and results. An 'at risk' partner who shares the result and has 'skin in the game.'

The Strength You Need in Every  
Step of the Healthcare IT Journey

Our core services are broken into six distinct categories to support the provider/hospital market. In addition, Health Plan Solutions was introduced in 2018 to better serve the integrated needs of health systems and health plans.

- // Advisory Solutions
- // E2E Activation Services®
- // EHR Solutions
- // Test Automation Solutions
- // On-Demand Resourcing
- // Health Plan Solutions

These services are fully supported by the necessary tools, accelerators and IP necessary to assure market leading value and results.





## ADVISORY SOLUTIONS

Santa Rosa's advisory solutions combine extraordinary strategic insight with an unmatched ability to execute across all aspects of mission-critical challenges. Our success is only measured by the success of our clients. Our exemplary track record in shared success is built upon one simple premise: deliver practical, actionable solutions aimed at the highest leverage opportunities for improvement. While Santa Rosa offers a breadth of advisory solutions, we are unsurpassed in assisting organizations in the follow specialties:

- // **BI & Analytics** to build a rock-solid foundation for ensuring capabilities translate fully into realized value and better results
- // **PMO, including "As a Service"**, to dramatically and sustainably improve an organization's ability to achieve important project goals, via a measured program, or one project manager at a time
- // **Executive Partnership Program** to fill interim leadership roles while adding high-value and dynamic IT, advisory, planning and collaborative solutions
- // **Interoperability & Integration As a Service** to promote greater reliability and quality in data liquidity and exchange throughout the enterprise



## E2E ACTIVATION SERVICES®

Santa Rosa is a full service At the Elbow (ATE) service provider that has successfully supported over 300 go-live efforts, including one of the largest completed to date at MD Anderson. Our 'end-to-end' portfolio includes training and activation services delivered either "As a Project" or "As a Service." "As a Service" models provide long-term assurance that your activation needs are met to support initial go-lives, M&A strategies, and upgrade support. We deliver success via:

- // Proven methodologies to deliver quality resources, via our 5 Star Ranking Evaluation and 5 Gate Screening Process. Assuring highly experienced, skilled and known consultants are delivered to support your ATE needs
- // Advanced project tapers to protect your EHR investment, while expediting system adoption and reducing overall program cost
- // Gold standard logistics that manage all aspects of the process to assure the right person will be at the right place, at the right time to support the right effort
- // Advanced planning (months in advance) that allows the most cost-effective and efficient transportation and lodging solutions
- // Transparent reporting to track project performance and financial management, to assist in managing budgets and drive project taper decisions



## EHR SOLUTIONS

Santa Rosa's EHR Solutions practice provides predictable, best-in-class solutions that deliver unrivaled service, quality and quantified value to our clients. We understand the market and, as your committed partner, can deliver project success in support of a full, partial or augmented implementation. We support market leading technologies by delivering on-time and within budget implementations, with a seasoned team that leverages tools, processes and project management methodologies to deliver value at every turn. We make sure the system is not simply "live" but fully optimized for the desired features and capabilities.

We measure actions and success throughout the project lifecycle. Santa Rosa has completed hundreds of implementations (design through revenue integrity). As a full-service partner, we offer a value-based portfolio of services that goes beyond program management to deliver solutions that expedite results and deliver success. Confidence in our ability to deliver value allows us to offer fixed fee engagements that manage financial risk by outing our money.

- // Support in A/R management to ensure the smoothest financial transition possible
- // Transition management program minimizes impact to your cash flow
- // Business models that can address financial challenges associated with the project to relieve capital requirements during early stage projects
- // A partnership with Sedona to provide eLearning that goes above and beyond traditional training models to reduce resource requirements and improve user adoption
- // Test Automation Solutions to expand test capacity (frequency and scope) by leveraging tools that deliver formal test programs rather than test efforts
- // Project management tools and practices that are unsurpassed in the industry and time-proven for meeting tight deadlines with excellent results
- // Our market leading E2E Activation Services® support your team to ensure user adoption and increase satisfaction by providing at the elbow support at go-live



## TEST AUTOMATION SOLUTIONS

Manual testing of EHR systems has long been the only methodology available to the market. The challenges of tight timelines, for both the project and vendor scheduled upgrades, have caused many customers to search for innovative ways to successfully test their EHR and continue to provide a solid application to their user base. Santa Rosa is attacking this challenge by offering sustainable test automation solutions. With automation, the scope of testing can be increased without adding to the implementation or upgrade timelines. In many instances, the timeline is shortened with the scope being increased! Our clients have found that by utilizing our proven automation of the clinical and financial workflows for regression and implementation testing has impacted their testing efforts in ways that budgets cannot always quantify.

- // **Increased Scope of Testing:** Being able to test more often and with more dynamic data
- // **Customized Automated Scripts:** The automated scripts are customized to match your current workflows
- // **Increased Team Morale:** Repetitive testing can become a very mundane task, by utilizing test automation team morale is increased as they are able to concentrate on build and other assigned tasks
- // **Tough Decisions Resolved:** No longer have to worry about what is in scope and what is left out due to time and resource constraints
- // **Access to Shared Libraries:** With Santa Rosa Test Automation Solutions you have access to a national database of automated testing scripts for your application
- // **Maintenance of Scripts:** Scripts are maintained and upgraded by Santa Rosa, so you don't have to utilize resources to keep a library of scripts in working, viable condition
- // **Budget Friendly:** The implementation costs for our automation service are widely accepted as less than what you are currently investing in your manual testing program today!

Santa Rosa brings many years of test automation experience to the table and is focused on providing immediate value to each client. Our team of automation experts will implement a proven methodology that is already showing results for other clients across the country.



## ON-DEMAND RESOURCING

Santa Rosa provides access to experienced and proven professionals that possess the depth and domain capability to hit the ground running, mitigating risk of project slippage and/or getting projects back on track quickly. We have helped some of the most diverse healthcare organizations meet their dynamic and often unpredictable staffing challenges. We deliver top-shelf talent to support some of the nation's largest healthcare providers and community/regional health systems.

Our recruiting team is second to none. Whether it be a hard-to-find EHR-certified technical specialist, a long-term project manager, interim departmental leader, or physician advisor, our talent acquisition team has the broad and deep healthcare domain experience to quickly find the right resource, at the right price, for almost any role. We have a proven track record of finding the 'purple squirrel' that eludes internal HR departments and other staffing vendors for mission-critical needs. Our recruitment team provides:

- // **Shortest Cycle Time to Hire:** What you (and we) care about is how quickly highly qualified resources can be identified and selected. Santa Rosa's cycle time to hire can be completed in as little as 3 to 5 days from the initial candidate interview, which significantly outperforms the industry norm of several weeks. We accomplish this by staying ahead of industry demand that identifies and then leverages Santa Rosa's extensive pipeline of candidates with high demand and scarce skillsets.
- // **Flexible Employment Partnerships:** Your needs often extend beyond the right resource and may include the right types of arrangement as well. Santa Rosa offers a flexible and nimble approach to employment partnerships. We can provide you with quality resources for a few days, weeks or many months. While most relationships are full-time, we can identify part-time assistance in certain situations. We can also provide temp-to-perm relationships tailored to your unique situation and interests.
- // **An Extensive Database of Resources:** Our database is constantly updated to align with industry trends and dynamic market demand. We maintain a large pipeline 'at the ready' with pre-screened candidates and resources who have worked with us before. Screening includes extensive and proactive vetting such as multi-level interviews to assess both mindset and skillset, functional testing as appropriate, and much more.
- // **Rapid Resource Deployment via Talent Management Automation:** Automated and real-time tools power our ability to meet this short cycle time to hire and deployment. Our fully automated, real-time integration between sales CRM (Salesforce) and candidate CRM (Bullhorn) allows our team of recruiters to immediately go to work, once your need is identified. Rules designed within this integration streamline the process and further focus our recruiting requisition process. Our recruiters track every request within our acquisition and management tools which also allows for online uploading of candidate resumes, updating of screens and test results, and much more. These automated tools also provide performance trends (e.g., cycle time to hire) by need and resource, which serve as valuable feedback for us to continuously improve our services.
- // **Rigorous Vetting:** We provide highly qualified consultants who have a deep understanding of both the operational and technical components of an EHR. Our breadth of service scope is wide and is matched with a far-reaching depth of consultant expertise and availability. Our resources have in-depth knowledge of the leading EHR technologies and spans the following major categories of service:
  - Implementation Services
  - Training Services
  - Program Leadership
  - Project Optimization
  - Legacy Support Services
  - Help Desk Services

Since healthcare is all we do, we know the important nuances and specific requirements of the resources you need. We understand not only skillsets but mindsets as well, and how a candidate will fit into your unique culture and environment to be optimally successful.



## HEALTH PLAN SOLUTIONS

As the integration of health plans and health systems become increasingly more common to address the rising cost of healthcare via IDNs, Exchanges, ACOs, etc., the need to align yourself with a partner that can understand both sides of the equation has become essential.

Santa Rosa brings many years of health plan experience to the table and has decided to focus on those areas that we can provide immediate and impactful value. We will focus on capability that leverages our current delivery frameworks to assure quality of process, and couple that with the integrated insights needed to provide project value.

Our initial focus will be directed to the following primary areas:

- // **On-Demand Resourcing:** To leverage the world class recruitment engine at Santa Rosa
- // **BI & Analytics:** To provide integrated insight into data and foundational needs to assure data continuity and value across the ecosystem
- // **PMO Services:** Quality project management “As a Service”, to assure critical projects are managed well, is always in demand. Our ability to deliver quality and value will be a welcomed addition to the health plan market
- // **Vendor Selection:** Helping health plans select a new technology, or decide to remain with their current vendor, is a critical process that can have significant financial and operational impacts. Making the right decision is critical to your long-term success.

In summary, when you think of Santa Rosa, we want you to understand that we are a focused partner that delivers unrivaled value within each market served and solution developed. Quality via focus and structure allows us to deliver market leading value at every turn.

## ABOUT US

Santa Rosa Consulting combines extraordinary strategic insight with an unmatched ability to execute across all aspects of the problems facing healthcare providers. We empower better healthcare by designing, creating, staffing and sustaining outstanding IT solutions that help make healing happen.

Founded in 2008, Santa Rosa Consulting is managed by industry veterans with an average of 20 years of healthcare information technology experience. We are recognized for delivering world-class services and solutions and have received Modern Healthcare’s Best Places to Work in Healthcare award for seven consecutive years.

## CONTACT US

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