

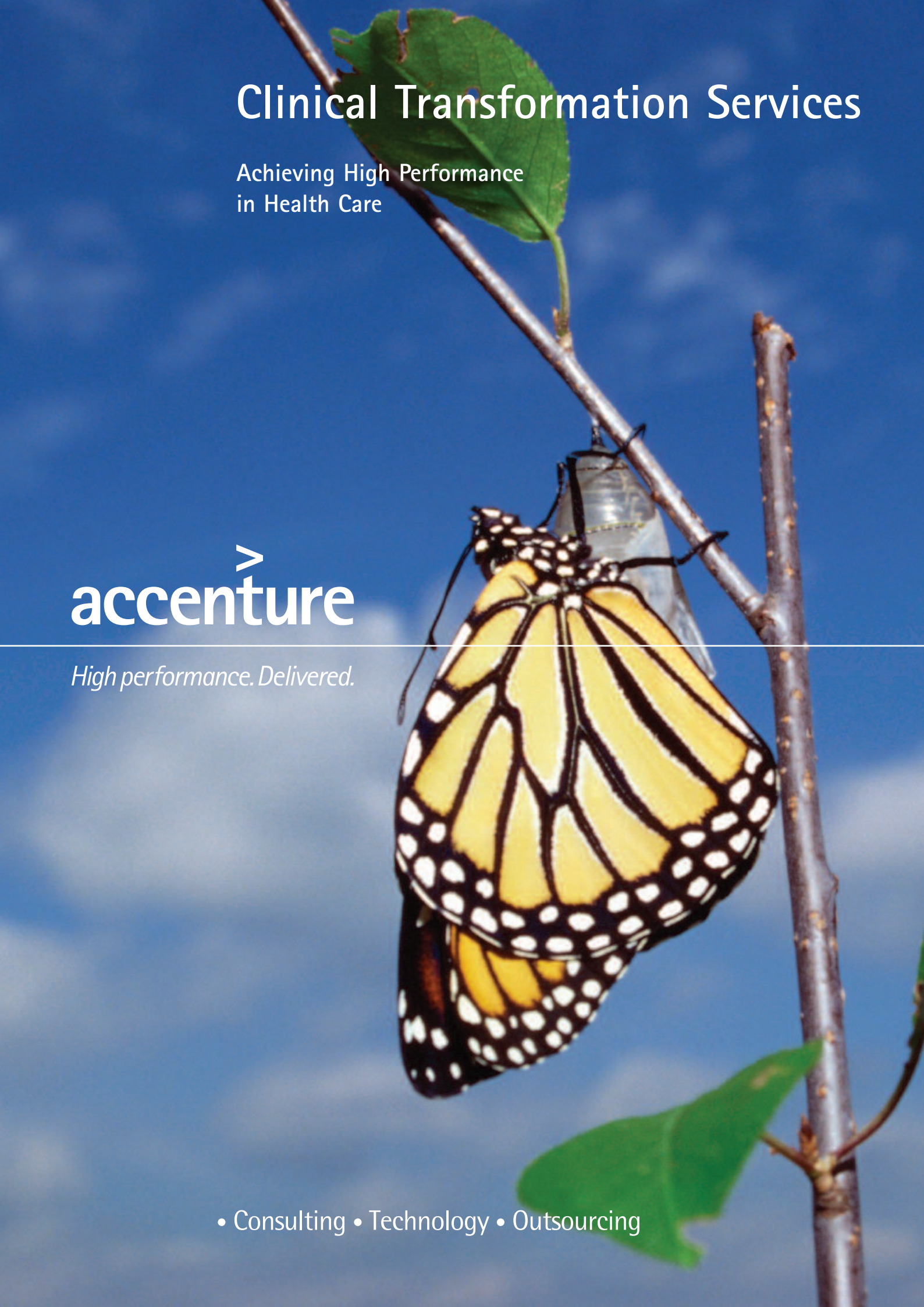
Clinical Transformation Services

Achieving High Performance
in Health Care


accenture

High performance. Delivered.

• Consulting • Technology • Outsourcing



National concerns about patient safety, new "pay-for-performance" models and external report cards have put the issue of clinical quality at the forefront of hospital executives' concerns. Medical staff satisfaction and nurse retention are additional worries, and the financial challenges just keep on coming.

Clinical information systems play an important role in addressing these issues. These new systems have a robust range of capabilities, such as computerized physician order entry, electronic medical record-keeping and electronic medication administration. They offer strong potential to enable high performance through reducing medical errors, fostering evidence-based medicine, giving clinicians more time for patient care, and improving financial results, to name a few. But these systems cannot be implemented overnight. The investment is large, the selection process difficult, and implementation is complex.

Our key service offerings

Accenture has developed an integrated solution to directly address this need. Clinical transformation optimizes clinical operations by using information technology to help drive quality and improve financial performance. It integrates process improvements and organizational change with enabling technology and helps health care providers deliver the best care in an efficient environment through rapid implementation. We focus on getting physicians and nurses to adopt clinical information systems, aligning their behavior around common goals of providing high quality care. Our approach is proven by a strong track record of quickly delivering world class clinical outcomes that raise levels of performance. We have helped clients achieve return on their investments of as high as three to one.

Our clinical transformation solutions include:

- **Clinical transformation blueprint:** We can help you develop a plan that is based in reality. We work collaboratively with your leadership team to identify the benefits of system implementation and develop a business case. We help you determine the total cost of ownership and obtain stakeholder agreement on scope, implementation sequence, governance and resources.
 - **Readiness assessment:** Do you understand how to build a foundation for your clinical information system? Have you secured buy-in and support from your physicians, nurses and other front-line care providers? Do you have the requisite information system capabilities? What are the true financial costs and benefits? Our solution helps answer these questions and provides the strategies to close any gaps.
 - **Package evaluation and selection:** We can help you look at vendor solutions holistically and identify long-term benefit and value. We can leverage our deep knowledge of all of the major clinical package vendors to assist you from package evaluation, all the way through selection and implementation.
 - **Transforming IT and application management:** Accenture helps you get started with design tools, leading practices, architecture skills and project management experience. We transfer knowledge in a planned manner, with a program to phase out consulting assistance at the end of the design period.
 - **Transforming care:** Accenture employs a collaborative approach to improve clinical outcomes, patient safety, provider and patient satisfaction, and financial performance, leveraging your clinical information system investment.
- **Physician-driven design:** To successfully engage physicians in the adoption of clinical systems, health care organizations need to understand the issues of daily professional practice. Accenture has a proven track record with physician adoption and a set of tested tools to encourage sponsorship by your medical staff. And we have a strong cadre of physicians that can put a face to those tools and readily engage their client physician colleagues in their use.
 - **Accelerated implementation:** We use technology accelerators to speed implementation. We have developed custom solutions for each major system vendor to deliver results in far less time than required by the traditional cycle of design-build-implement.
 - **Custom clinical content:** Do you populate your new system with recommended practices and evidence-based orders and rules? How do you make sure your key physicians actually use the system? Our collaborative solution encourages ownership from your clinical leaders, while building on our extensive existing foundation of industry materials.
 - **Patient safety:** Many health systems are preparing for more stringent standards for patient safety and medical error reduction, as dictated by the Joint Commission on Accreditation of Healthcare Organizations (JCAHO). Accenture has real-world experience in patient safety. Based on a detailed assessment of actual and potential areas for error, our Patient Safety solution involves in-depth process redesign, identifying areas where technology can prevent errors, helping your organization to implement "safety systems."

Accenture has a superior track record in implementing package and custom-developed solutions to address the health care industry's challenging requirements. We have the largest base

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of resources dedicated to health care of any management consulting firm, all with deep functional, technical and process skills and experience.

Requirements for quality, patient safety, efficiency and cost reduction, amidst increasingly sophisticated clinical information systems, has created a unique challenge in the health care industry. Accenture offers you an innovative approach that marries process redesign, change management and risk management with technology to deliver high performance and achieve your desired results.

About Accenture's Health & Life Sciences Group

Accenture's Health & Life Sciences professionals deliver innovation and insight to both the private and public sectors of the marketplace, which includes integrated health care providers, health insurers, managed

care organizations, public health organizations and pharmaceutical, biotechnology and medical products companies. With more than 5,000 professionals dedicated to serving the global Health & Life Sciences industry, Accenture is committed to working with clients across the industry to help them achieve and sustain high performance. We have worked with companies of all sizes, including 21 of 24 health care and pharmaceutical companies in the FORTUNE® Global 500.

About Accenture

Accenture is a global management consulting, technology services and outsourcing company. Committed to delivering innovation, Accenture collaborates with its clients to help them become high-performance businesses and governments. With deep industry and business process expertise, broad global resources and a proven track record, Accenture can mobilize the

right people, skills and technologies to help clients improve their performance. With more than 115,000 people in 48 countries, the company generated net revenues of US\$13.67 billion for the fiscal year ended August 31, 2004. Its home page is www.accenture.com.

For more information on achieving high performance, contact Health & Life Sciences:

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