

## 2 Savvy

- “All things transparent” is the new mantra for the industry, as the movement shifts from only price to quality and service, and eventually melds into its conglomerate, *value*. Proving value will be the next wave for healthcare organizations in an era of mounting scrutiny and increasing skepticism. Phase 2’s Brent Hardaway recently delivered a compelling presentation to The Leader’s Board on this very topic, titled “Transparency in Healthcare” (attached to this issue).
- Transparency and open communication begins at the top – in the C suite and specifically with the CEO. This is the takeaway from Preston Gee’s recent article in *Consumer-Directed Health Care* (HFMA publications) titled, “Beyond Price Transparency: The Next Wave.” In the article, Gee profiles the award-winning efforts of Wright Medical Center in Clarion, IA, – a highly progressive hospital which was recently recognized as the “Top Leadership Team in America for Small/Rural Hospitals.” A link to that article is available in this issue.
- The dynamics of this field continue to change, which is one reason why we at Phase 2 periodically update our oft-cited “State of Healthcare” presentation. This broad-scope presentation provides an overview of the environment, as well as a peek into the future with three possible (and probable) scenarios. This presentation – which has been given to audiences ranging from board of directors to leading executives – is included with this issue. If you would be interested in having this material presented within your organization, please contact Mickey Bilbrey ([mebilbrey@phase2consulting.com](mailto:mebilbrey@phase2consulting.com)) or Preston Gee ([epgee@phase2consulting.com](mailto:epgee@phase2consulting.com)) for further information.

## Phased In

During the first half of 2007, Phase 2 has developed a number of new team projects and clients.

- Lakeland Regional Medical Center, Lakeland, FL, Brent Hardaway - OP Services Strategy & IP Bed Capacity Analysis
- Mountain View Hospital District, Madras, OR, Marlowe Dazley - Strategic Pricing Review
- Universal Health Services, Inc. - Las Vegas Market, Las Vegas, NV, Mary Wilkes - RAC Denials Audit
- West Jefferson Medical Center, Marrero, LA, Brent Hardaway - Strategic Planning

## Catch-Phase2

- **Society for Healthcare Strategy and Market Development (AHA)** Annual Conference in Washington, D.C., October 5: Preston Gee will be a featured panelist on *Strategic Planning: Hit us With Your Best Shot*.
- **Michigan Society for Healthcare Planning and Marketing**, October 26, Lansing, MI: Preston Gee speaking on *Breakthrough Strategies that Shift Market Share*.

## Trust the Prose

- “Beyond Pricing Transparency: The Next New Wave” by Preston Gee in *Consumer Directed Health Care*, July 2007. Read the full article [here](#).
- “Transparency in Healthcare” (from The Leader’s Board meeting) by Brent Hardaway (attached).
- “State of Healthcare, 2007” by Mickey Bilbrey and Preston Gee (attached).
- “Pondering the Outsourcing Option” by Bryan Smith in HFMA’s August issue of “Big Business for Not-So-Big Hospitals.” Read the full article [here](#).