

# DIALYSIS PERFORMANCE IMPROVEMENT

## Improving Your Bottom Line

Innovative Health Strategies is a strategic advisory firm that develops unique programs for healthcare providers to enhance revenue and reduce cost. We understand the need to find creative solutions to generate capital for continued reinvestment and growth. As an objective outsider with 80+ years of dialysis industry experience, we will position your dialysis program for optimal clinical and financial performance which, in turn, will deliver a strong contribution to your bottom line.

Through our work with the country's most prestigious hospitals, health systems and independent dialysis providers, Innovative Health Systems has developed a unique set of skills, knowledge and insights. This expertise enables us to benchmark your current performance against leading dialysis programs, and identify opportunities for improved quality and efficiency.

## Proprietary Analysis Tools and Programs

As an extension of your management team, we provide singular focus within your dialysis operation. Using our proprietary tools, we will evaluate your current programs and design enhancement strategies that cut time, expense, and errors. We not only identify performance improvement opportunities, we also help you implement these initiatives to achieve measurable results.

## We Know Dialysis Inside and Out

Each of our team members brings invaluable experience from inside the dialysis industry.

**Butch Marino**, former Chief Development Officer and co-founder of Physicians' Dialysis, Inc., led its growth to 25 facilities positioning PDI for sale to DaVita, Inc. Prior to PDI, Butch was involved in over 100 acquisitions as VP of Acquisitions for Gambro Healthcare, Inc.

**Joe Minahan** formerly served as Director of Corporate Development for Satellite Healthcare Inc., and Director of Business Development with DaVita, Inc., where he was instrumental in securing numerous acquisition and joint venture relationships with hospitals, physicians, and private owners.

**Hank Michael** was once Director of New Business Development at DaVita, Inc. where he was involved in many dialysis acquisitions and joint ventures. At DaVita, Hank also held the position of Regional Operations Director. His experience includes service on the Board of Directors of the Florida Renal Administrators Association.

**Dr. Edward Jones**,  
A practicing nephrologist, and President of the Renal Physicians Association.

**John Russo** formerly served as Director of Corporate Development for DaVita Inc., where he was instrumental in securing numerous acquisition and joint venture relationships with physicians, private owners and hospitals.

**John Chambers**, formerly VP of Development for Renal Treatment Centers, grew the company from 7 facilities to more than 160 clinics, leading to its sale to DaVita, Inc.

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## Results Without Risk

Innovative Health Strategies is recognized for our creative yet practical approach to the business of healthcare. Our unconventional methodology extends even to our pricing structure. We are flexible to structure our fees to meet your needs, and confident with a contingency fee structure based on results. We take pride in making a positive financial contribution and guarantee a substantial return on your investment in our services.

### PERFORMANCE IMPROVEMENT INITIATIVES

#### ENHANCE REVENUE

- Review hospital charge master relating to dialysis procedures and drugs
- Review managed care contracts relating to outpatient dialysis program
- Review payor and insurance mix
- Review clinical protocols and drug administration
- Identify expansion and growth opportunities

#### REDUCE COST

##### Patient Care Costs

- Review and benchmark direct labor costs, including utilization, staffing patterns and staffing mix
- Analyze direct medical supply costs including standardization, inventory control policies and supply chain relationships
- Analyze pharmacy supply costs including standardization, inventory control policies, supply chain relationships, and drug administration protocols

##### Capacity Costs

- Review capacity utilization and related real estate expenses
- Review medical director compensation and agreements
- Review equipment and plant maintenance/repair expenses
- Review all other non-patient care expenses

#### ENHANCE CONTRIBUTION MARGIN

- Analyze peritoneal dialysis penetration rate
- Analyze home dialysis treatment options (CAPD versus CCPD)
- Review method selection and enrollment process
- Review pre-dialysis education practices

#### IMPROVE CLINICAL OUTCOMES

- Review compliance with K/DOQI (Kidney Disease Outcomes Quality Initiatives)
- Review “best practices” relating to dialysis adequacy, anemia management, bone disease, vascular access and nutrition
- Review treatment and drug protocols
- Review patient mortality and morbidity outcomes
- Review performance-based incentives for medical director and nurse management

## Clients with Clout

We are proud to have guided these prestigious medical centers to enhance their bottom line with dialysis performance improvement. They will be happy to share the proven results we have achieved as an integral part of their team.

- Claxton-Hepburn Medical Center
- Emory Healthcare
- George Washington University Medical Center
- Holy Cross Hospital
- Johns Hopkins Health System
- Park Ridge Hospital
- Saint Bernard’s Health System
- St. Vincent Medical Center
- University of Pennsylvania Health System
- University of Pittsburgh Medical Center
- University of Tennessee Medical Group
- University of Texas Medical Branch – Galveston

## About Us

Innovative Health Strategies, LLC provides strategic advisory services to help hospitals, health systems and independent providers build revenue, cut costs and impact ROI while enhancing quality of care. We partner with forward-thinking senior management to develop innovative, results-oriented business strategies and transactions. In the dialysis arena, Innovative Health Strategies, LLC specializes in outsourcing, program improvement and joint venture initiatives.

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*To find out how we can help generate cash flow and contribution margin through Dialysis Performance Improvement, contact Butch Marino @ 410.296.7190 or 410.925.1002.*