BOUGHTIN
ORNDOFF
CONSULTING

Parity & Healthcare Reform

OPPORTUNITY

Parity and Health Care Reform legislation will impact payers, providers and consumers in ways that have not been seen in decades. While opportunities abound, making sense of all of the complexities in a way that will make sense for your organization is where Boughtin and Orndoff can make a difference. Increased demands for service, more people with health care coverage, and the elimination of benefit limits all point to opportunities to increase revenue and increase market share. The rules and regulations will necessitate operational sophistication to take full advantage of increased revenue and market share expansions.

ACTION

As with all change, leaders will emerge who can take greatest advantage of the opportunities and become the trend setters in healthcare reform and parity. Staying ahead of the curve will require more than waiting for business to come your way. It will require an alignment of the increased demand for service, with services offered, and maximizing your revenue, in order to protect the future of your organization. To do this you will need solid data analysis and an objective assessment of your current operation to make strategic decisions for adaptation to the new environment.

RESULTS...Revenue Maximization & Increased Market Share

To accomplish both requires that your organization be nimble to take full advantage of your strengths, your technology platform, and your clinical services. We will work with you to systematically address the **6 "P's"**:

***Populations*:** Who do you serve and who should you be serving?
***Products & Services*:** Are you offering what the market will buy or need?
***Productivity & Quality*:** How will you improve productivity and maintain quality?
***Profitability*:** What services make or lose money?
***Payer Mix*:** What will changes in payer mix mean for your operation?
***Plan & Implement*:** What are the action steps to get reach your goal?

Boughtin and Orndoff LLC will work with your leadership team to devise practical and affordable strategies that can be implemented quickly.

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