



## Are You Ready To Embrace Newer Technologies?

AC Group, Inc. (ACG), formed in 1996, is a healthcare technology advisory and research firm designed to save participants precious time and resources in their technology decision-making. AC Group is one of the leading companies, specializing in the evaluation, selection, and ranking of vendors in the PMS/EMR/EHR healthcare marketplace. For the last three years, AC Group has produced an annual report on the Digital Medical Office and the use of Technology by physicians. This comprehensive report includes detailed reviews of the Mobile Healthcare, Document Imaging, and EMR marketplace. The report also includes the most comprehensive evaluation of vendor EMR functionality to date - more than 5,000 questions. This evaluation decision tool has been used by more than 5,000 physicians since 2002. Additionally, AC Group has conducted more than 100 PMS/EHR searches, selections, and contract negotiations for small physician offices to large IPAs since 2003.

For the past twenty years, hospitals, individual physicians, physician groups, PHOs and IPAs have been actively searching new technologies that will enable them to improve patient care, reduce costs and improve the overall "quality of life" for themselves and their families. One of the greatest challenges today is locating the "best" technology and software for the "best" price. With over 200 vendors selling ambulatory Electronic Medical Record (EMR) Systems and an additional 300+ selling other complementary applications and services, the technology marketplace is overwhelming to most healthcare organizations and physicians.

- How do you determine if you are ready to "leap" into the EMR or replace your PMS application?
- Can you always believe what the vendor tells you?
- Where does a group go to find third-party independent evaluations of vendor's functionality, financial viability, customer support, and overall best price?
- How can you determine if there is a quantified return on investment (ROI)?
- How can you leverage the use of an EMR or new PMS to improve reimbursement, improve quantified clinical quality, and reduce malpractice costs?
- Who can you turn to for third-party independent advice? The answer:

### ***AC Group's Physician Technology Evaluations***

#### **Why select AC Group:**

We offer clients the advantage of the finest industry research available anywhere, as well as a resource equally valuable -- the collective hindsight of hundreds of companies whose IT experiences we have monitored and analyzed in detail. AC Group can increase the effectiveness of your healthcare IT programs by providing recommendations for improving your organization's ability to address industry trends, market drivers, and new competitive threats. ACG is qualified to deliver these services based on:

- Our knowledge of the healthcare IT marketplace, which enables us to accurately analyze that market, taking the competitive landscape and industry drivers into consideration.
- Our understanding of user buying dynamics, via our ongoing syndicated research services with provider, payer, and vendor organizations. ACG leverages existing research and opinions formulated through extensive user interaction to provide timely analysis and real-world experiences.
- Our use of acknowledged healthcare IT industry experts gives us credibility in presenting our findings and recommendations to your senior management.
- ACG's experienced staff has been working with and in Provider and Payer organizations for 30+ years. We are not just researchers, we are former executive members of multi IDNs, Physician Groups, and Payer organizations and thus, our staff represents the peers that you would be working with.
- Combined with our experience performing IT strategy engagements, ACG is well positioned and excited about assisting your organization on this initiative.

Please review the attached document, feel free to contact me if you have further questions.  
Houston office (281) 413-5572 or by e-mail at [mark.anderson@acgroup.org](mailto:mark.anderson@acgroup.org)



## Are You Ready To Embrace Newer Technologies?

Our Advisory and Consultative offerings are numerous, and can be customized to your practice's unique priorities. As you will see later on in this document, the pricing is based on the size of the practice and the number of days selected. Unlike other consultants that represent vendors, AC Group is neutral and we never receive compensation based on the vendor selected – we are third-party advisors to your practice. I believe that to thrive in the healthcare market, every physician group should have interaction with independent Healthcare IT futurists who do not represent any companies. Our proposal gives you the opportunity to interact with one of the top healthcare IT analysts and futurists throughout the project. To assist your organization, we have created six options:

**Option 1 – Educational Update** – For those organizations that are just starting the process of considering newer Technologies or just need a third-party independent review, AC Group can provide your practice organization with an educational update on the “Digital Medical Office” of the future. The educational sessions can be customized from 1 to 4 hours depending on the number and type of participants and the overall goals of your practice. Our educational sessions provide your practice with a wealth of knowledge regarding the six-levels of healthcare technology, the trends and issues that healthcare organizations face, the truth about technology and the effect on workflow, the true costs and benefits of automation, the pitfalls to watch out for, a detailed review of functionality requirements, and how well selected vendors (over 60) currently meet those requirements.

**Option 2 -Technology Briefing and Readiness Review** - AC Group can provide your practice with a technology briefing and readiness review. Under this option, Mark Anderson will come to your practice, meet with members of the practice, will present information on technology and software options and will conduct a brief operational review of your practice's readiness. The Technology Briefing and Readiness Review will provide you with one to three days on site (depending on the size of the practice) plus 14 days of operational questions via phone and email. AC Group will develop a report that outlines the practice's readiness to embrace EHR.

**Option 3 - Contract Negotiations** – For those practices that have already made up their mind on which application they would like to purchase and install, AC Group can assist with contract review and negotiations. Probably the most tedious and important step of the entire process is contract negotiations. During contract negotiations, we should be able to increase installation assistance, improve the payment criteria, establish quantifiable goals and objectives and finally, we have always been able to negotiate a lower contract price that more than pays for AC Group's entire fees.

**Option 4 - Vendor Search/Selection and Contract Negotiations** – AC Group can become your advisor on the project. Under this option, one of our experienced consultants will be available for conference calls to discuss which vendors you should consider based on 10 operational considerations. AC Group will provide your organization with a side-by-side comparison of the top 10 vendors that are best positioned to meet your practice needs. The comparison will rank vendors based on functionality, financial stability, end-user satisfaction, and implementation approach. AC Group will also assist in the selection of 2 to 3 vendors for on-site demonstrations, provide scripts and guidelines that each vendor is required to follow in those demos, and advise on final vendor selection. Mr. Anderson will also assist with contract negotiations as described in Option 3.

**Option 5 - Operational Assessment, Vendor Search/Selection and Contract Negotiations** - AC Group can provide your practice with a comprehensive program to ensure that your practice selects the best system(s). Under this option, an experienced consultant will come to your practice, meet with your practice representatives, present information on technology and software options, conduct an operational review of your practice's readiness, and will assist with the numerous tasks required to select the right system. This option includes all tasks described in Option 4 and, in addition, on-site consulting for operational review and vendor demonstrations.

**Option 6 – Implementation Oversight** - AC Group can provide your organization's with implementation oversight. Oversight is conducted onsite and remotely via email, web casts, and conference calls. The main purpose is to monitor the vendor's responses to your needs and to insure an effective implementation. AC Group will strive to eliminate the client/vendor miscommunications that occurs in 85% of all EHR implementations. We will assist in the “Change Management” process that must occur to insure effective use of the new systems. We will assist your organization with the process of Clinical and Operational Transformation in order to reduce risk, Improve financial gains, and to reduce the “change pain” factor.

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Houston office (281) 413-5572 or by e-mail at [mark.anderson@acgroup.org](mailto:mark.anderson@acgroup.org)



## Are You Ready To Embrace Newer Technologies?

The project will be lead by Mr. Mark R. Anderson, CPHIMS, FHIMSS, CEO and Healthcare IT Futurist with AC Group, Inc. Mr. Anderson is one of the leading national speakers on technology in healthcare and has spoken at over 350 conferences and meetings since 2000. He has spent the last 36+ years focusing on Healthcare – not just technology questions, but strategic, policy, and organizational considerations. He is a widely-versed individual, whose line and consulting responsibilities in more than 200 hospitals, 50 healthcare payer organizations, and over 300 Physician/Clinics has provided him with a wealth of front-line experience. Mr. Anderson was also the CIO for a 2,300 physician, 500+ practice IPA located 90 miles north of NYC.

### Pricing (Effective January 1, 2009)

| Number of Providers | Option 1 Costs | Option 2 Costs | Option 3 Costs | Option 4 Costs | Option 5 Costs | Option 6 Costs |
|---------------------|----------------|----------------|----------------|----------------|----------------|----------------|
| 1 provider          | \$500          | \$1,000        | \$1,000        | \$3,000        | \$5,000        | \$3,000        |
| 2 to 5              | \$1,000        | \$3,000        | \$3,000        | \$7,500        | \$10,000       | \$5,000        |
| 6 to 19             | \$1,500        | \$7,000        | \$8,000        | \$15,000       | \$20,000       | \$20,000       |
| 20 to 49            | \$1,700        | \$10,000       | \$12,000       | \$20,000       | \$26,000       | \$30,000       |
| 50 to 99            | \$2,000        | \$13,000       | \$20,000       | \$30,000       | \$40,000       | \$40,000       |
| Over 100            | \$2,000        | \$16,000       | \$30,000       | \$40,000       | \$50,000       | \$60,000       |

### Payment Schedule

A down payment of **30%** is required along with the signed agreement, by the agreed upon effective date. **Checks are to be made payable to AC Group, Inc.** Travel expenses will be billed after they occur and will be due and payable within 15 days of receipt of invoice. If there are any questions concerning this agreement please contact AC Group at: (281) 413-5572 or by mail at:

AC Group, Inc.  
118 Lyndsey Drive  
Montgomery, TX 77316

### Acceptance

On behalf of the AC Group, we look forward to assisting you with your PMS/EHR search and selection. Please indicate, by signing below and return by fax to **1-832-550-2338**.

Number of Providers: \_\_\_\_\_

Contract Amount: \$\_\_\_\_\_00

Approved by Name: \_\_\_\_\_

Date: \_\_\_\_\_

Approved by Signature: \_\_\_\_\_

Practice Name: \_\_\_\_\_

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