

Focus on Healthcare

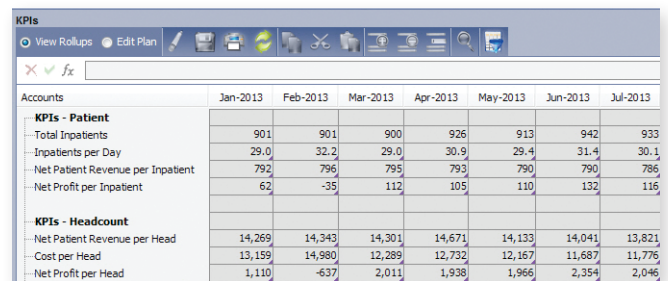
Adaptive Insights provides healthcare organizations with a Corporate Performance Management system that includes multi-dimensional, driver-based modeling capabilities, and integrated P&L and cash flow planning and reporting.

Planning & Reporting Challenges

Today's healthcare organizations face serious financial challenges, stemming from uncertain patient volumes, declining reimbursement in a complex multi-payer system, and increasing government regulation and costs. They require a planning and reporting system that delivers accuracy, data integrity, and the ability to frequently reforecast and perform what-if analyses.

Healthcare revenue planning and reporting is typically volume-driven, and associated with multiple dimensions, such as type of patient (e.g., daily care, inpatient, outpatient) or type of service offered. Other variables might include length of patient stay, patient insurance type, number of daily visits per physician and average rate per physician encounter.

Revenue planning must be integrated and balanced with the cost side of planning to forecast realistic contribution margins and profitability. Staffing requirements are often tied to the volumes in the revenue plan. Employee cost planning needs to be detailed, typically by employee type, and may include shift differential and overtime.



| Accounts | Jan-2013 | Feb-2013 | Mar-2013 | Apr-2013 | May-2013 | Jun-2013 | Jul-2013 |
|------------------------------------|----------|----------|----------|----------|----------|----------|----------|
| KPIs - Patient | | | | | | | |
| -Total Inpatients | 901 | 901 | 900 | 926 | 913 | 942 | 933 |
| -Inpatients per Day | 29.0 | 32.2 | 29.0 | 30.9 | 29.4 | 31.4 | 30.1 |
| -Net Patient Revenue per Inpatient | 792 | 796 | 795 | 793 | 790 | 790 | 786 |
| -Net Profit per Inpatient | 62 | -35 | 112 | 105 | 110 | 132 | 116 |
| KPIs - Headcount | | | | | | | |
| -Net Patient Revenue per Head | 14,269 | 14,343 | 14,301 | 14,671 | 14,133 | 14,041 | 13,821 |
| -Cost per Head | 13,159 | 14,980 | 12,289 | 12,732 | 12,167 | 11,687 | 11,776 |
| -Net Profit per Head | 1,110 | -637 | 2,011 | 1,938 | 1,966 | 2,354 | 2,046 |

Healthcare Planning Sheet

Other spending also needs to be tied to sales, e.g., medical supplies, or vaccines. Allocations of overhead departments or locations may be needed to drive costs into other facilities.

Spreadsheet-based systems are inefficient, error-prone, and fundamentally unsuited for the complex, dynamic planning and reporting required by healthcare organizations.

“Managing a \$300 million annual revenue plan for a major hospital and primary and specialty care locations is so much easier now that we have automated our planning and reporting with Adaptive Planning. I highly recommend that other organizations move off of spreadsheets and onto Adaptive Planning.”

Kris Kurtz
Controller, Metro Health

The Adaptive Insights Solution

Financial planning and analysis in healthcare organizations requires a flexible budgeting, forecasting, and reporting solution with the ability to:

- Use driver-based, integrated planning and reporting for revenue, expenses, and cash flow
- Report on key metrics necessary for decision-making, and on variance detail for analysis
- Roll out to a large number of users across multiple locations; consolidate data automatically and accurately
- Establish a culture of collaboration and accountability among planning managers
- Allow frequent re-forecasting and what-if scenario analysis

“Adaptive Planning has far exceeded our expectations. Our finance team and managers now have easier access to financial information, improved data analysis, and better alignment across the company. Adaptive Planning is not simply an alternative to Excel-based budgeting, but is in an entirely different league.”

John Kearns
Corporate Controller, IntegraMed America

Adaptive successfully helps dozens of healthcare companies streamline their planning and analysis.

- Plan across multiple dimensions (e.g., patient type, procedure type, clinic type, location, hospital department, etc.)
- Perform detailed staff planning across multiple categories of employees, such as physician types
- Use driver-based modeling to capture interdependencies such as those between revenues and headcount and other costs, and between accounts receivable and sales
- Model integrated P&L, balance sheet, and cash flow statements
- Analyze what-if scenarios for varying patient volumes, staff levels, payor types, etc.
- Use dashboards to analyze key business drivers
- Use reports to perform variance analysis, including drill-down into underlying transaction detail from other systems
- Distribute report books via email for financial presentations such as board packages and executive reporting
- Improve accuracy and turnaround time in the planning and reporting process, and conduct frequent re-forecasting

The Adaptive cloud is the perfect solution for healthcare companies.

- It provides exceptional value. Keeping spending down is important for any healthcare organization. Adaptive's SaaS solution provides a five-year ROI of up to 650% compared to using spreadsheets, and has a total cost of ownership that's up to 77% less than on-premise alternatives. And it's low-risk, with the options of free trials and phased implementations.
- There is no IT involvement required. It's in the cloud, so no new hardware, software, or IT support is required for initial implementation or ongoing maintenance.
- It's intuitive and easy to use. Adaptive's CPM engine saves time and effort with built-in intelligence. Customers can avoid the wasted time associated with spreadsheet-based systems. And its web-based, highly customizable, Excel-like interface is easy for all types of employees to learn and use.

Select Healthcare Customers Include:

- Air Medical Group
- Baxano Surgical
- Blood Systems Inc.
- Bonfils Blood Center
- Capital Health Plan
- CareCentrix
- Carle Foundation Hospital
- Corizon Health
- e+CancerCare
- Fallon Community Health Plan
- Gentiva Health
- IntegraMed America
- LDR Spine
- LIFE Pittsburgh
- Lifeguard Ambulance Service
- Maquet Cardiovascular
- MetroHealth
- Orion HealthCorp
- Otsego Memorial Hospital
- Ramsay Health Care UK

Corporate Headquarters

3350 W. Bayshore Road, Suite 200
Palo Alto, CA 94303

T: +1 800 303 6346
F: +1 650 528 7501

UK / Ireland Headquarters

88 Wood Street London,
EC2V 7RS, UK

T: +44 0 208 528 1767

Australia Headquarters

Level 1, 7 Clunies Ross Court
Eight Mile Plains, QLD 4113, Australia

T: +61 7 3118 5013
F: +61 7 3041 6020

adaptiveinsights.com
adaptiveinsights.co.uk

info@adaptiveinsights.com
sales@adaptiveinsights.com
press@adaptiveinsights.com
support@adaptiveinsights.com