

Maximize the Value of Change

Greencastle Consulting



"Greencastle turned the challenge of preparing for our EMR implementation into an advantage. They took a systematic approach that made our objectives concrete and organized high-magnitude change into manageable packets that made us confident about our decisions and actions."

– **Michael Duncan**
*Chief Executive Officer
Columbia University
Physicians and Surgeons
New York, New York*



"With Greencastle's help, we saw tremendous results. In addition to widespread acceptance of the technology, average length of stay dropped 11 percent and patients leaving without treatment fell 23 percent – while patient volume increased seven percent."

– **Dr. Charles Reese**,
*Chairman, Emergency Medicine
Christiana Care Health System
Wilmington, Delaware*

Greencastle Consulting delivers the change leadership and project execution that enables healthcare organizations to maximize value from clinical transformation initiatives such as outpatient EMRs, CPOE and e-prescribing.

Greencastle integrates superior methods for change management, process improvement and project management that lead to exceptional user adoption, accelerated return on investment and enhanced patient care.

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“We worked with Greencastle to maximize the impact of a large-scale patient safety project. By getting everyone on board and driving execution, Greencastle helped us achieve a multi-million dollar return on our investment.”

– Dr. Thomas McCarter
*Chief Medical Officer
Main Line Health System
Philadelphia, Pennsylvania*

Our consulting, project management and process improvement services help hospitals, health systems and physician organizations derive maximum value from large-scale, critical initiatives. Whether you are introducing new clinical information systems – such as electronic medical records, CPOE systems, or e-prescribing – or executing major strategic initiatives like corporate transactions or patient safety programs, our consultants capture benefits far above common expectations.

Greencastle’s strength lies in its disciplined, methodical approach to managing complexity. Together, we realize your primary objectives through an organized project approach. And we drive your key priorities through organizational change leadership efforts that ensure broad acceptance and solution adoption by users.

Our expertise adds value from day one through project completion and beyond. We plan for and visualize a successful project execution – we make it happen on time, under budget and with impact. But most importantly, we realize maximum value from the resources invested.

The services we provide take our customers far beyond basic project management or implementation oversight. Instead, we maximize the value of change for clinical and operational transformation through healthcare information technology and strategic initiatives.

In other words, we execute management solutions to raise productivity and enhance workflow efficiency. Our systematic approach to process improvement drives the planning, deployment, and adoption of technology-driven quality initiatives – leading to the ultimate goal of improved patient safety.





Maximizing the value of change for clinical outcomes, financial performance and technology adoption

Services that Drive Clinical Transformation

Beyond software installation and project implementation, true clinical transformation places the technology into a strategic framework. Clinical transformation begins with clear definition of value outcomes and lays a foundation for future initiatives while furthering the organization's mission.

Greencastle consultants maximize value and transform processes in acute and ambulatory settings:

- Ambulatory practice integration
- Bar-coding and auto-identification
- Clinical decision support
- Clinical documentation
- Computerized provider order entry (CPOE)
- Electronic medical record (EMR)/Electronic health record (EHR)
- Electronic medication administration records (eMAR)
- Electronic prescribing
- Lab and pharmacy automation

Management Services for Better Business Performance

Greencastle's project management expertise and change management knowledge also serve healthcare organizations' business needs. Whether a corporate transaction or market strategy, we deploy our disciplined approach to the benefit of your financial and operational performance:

- Mergers and acquisitions
- New service line launch
- Business plan execution
- Health system and group practice integration
- Hospital closures

"Greencastle engaged our physicians and staff in a systematic way they had never experienced before. The doctors, nurses, and ancillary staff truly own the CPOE solution; they built the workflows, they built the templates, and they are out front communicating the benefits of our clinical systems."

– Linda Reed, RN, MBA
Vice President and CIO
Atlantic Health
Morris Plains, New Jersey

A Spectrum of Value-Maximizing Services

Whether we manage an entire portfolio of technology initiatives, oversee the full lifecycle of a specific project, or intervene at a critical milestone, Greencastle consulting services deliver deep process expertise and leadership skill:

PREP

Know you are ready to change:

Project Readiness Evaluation Process (PREP); vendor evaluation and assessment; project kick-off and launch

PLAN

Know why, define value outcomes:

Sponsor workshops; project analysis and plan development; change management planning; process integration planning; technology adoption planning

EXECUTE

Make the change:

Project management; vendor management; change impact management; process integration management

CONTROL

Control - Support and track performance:

Project rescue; project operation center support; scope control; reporting; delivery tracking

CLOSE

Evaluate with deliberate discipline:

Go-live with value; ROI evaluation; lessons learned sessions; operational transition

Our clients may choose to engage Greencastle's services or go one step further to enhance their organizational resources by acquiring and developing strategic and management capabilities. Through training and knowledge transfer, we can show your managers, directors and clinical staff the principles that guide our own professional approach. [GFI](#)



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Agents of Change

Greencastle consultants are agents of change. Our people have the skill and the experience necessary to assume leadership and take responsibility for the success of large-scale, clinical system and business initiatives.

We specialize in furthering the missions of hospitals, health systems, acute care centers, clinics, medical practices, ambulatory care providers and other healthcare organizations. Greencastle consultants achieve success by constantly applying newer, better and more innovative ways to drive systematic change in both business and technology endeavors.

