

**Internationally renowned leader in the healthcare industry consults with Edgewater's experts to help leverage the organization's existing product for a competitive advantage.**

#### Edgewater's Team of Consultants:

- ▶ **Conducted an on-site evaluation, resulting in a comprehensive project plan.**
- ▶ **Prepared a resulting study that paved the way for creating a cutting edge product.**
- ▶ **Outlined a thorough and complete approach for improving an existing product and taking it to the marketplace.**
- ▶ **Aided this organization in critical decision making procedures.**

## A Proven System

This organization is a world-leader in the healthcare industry. The umbrella non-profit operation is a medical practice and a medical education and research facility that serves more than 400,000 patients a year. Within this large medical system, Edgewater worked with a newly formed information technology (IT) group focused on leveraging the organization's IT resources as revenue generating ventures.

## New Developments

A pulmonary services group within this organization provides pulmonary outreach practice services for industrial clients using a remote testing unit working in conjunction with a central data examination facility. The central data examination facility receives raw test information from and returns test results to the remote-testing unit.

Under their existing process, physicians at the central facility interpret test data for patients in areas where they may not be fully licensed and they want to bring local physicians into the process. In order to take this step, however, their outdated software would need to be updated to allow for remote access to the central examination facility.

The IT group saw the additional opportunity to bring this service to customers. To accomplish this goal, they needed to update the existing systems to create a state-of-the-art solution that would be brought to the market.

They called on Edgewater Technology, a consulting and systems integration partner specializing in Internet-related solutions, to help them draft a detailed, quantitative plan for implementing this new system.

## The Business Solution

Edgewater Technology's experts spent three weeks on-site to accumulate the data required to draft a comprehensive plan, providing the IT group with the information necessary to obtain funding for the project. In drafting the plan, Edgewater and the IT group had two major objectives: upgrading the pulmonary outreach practice to a state-of-the-art product to be offered to industry clients and enabling the centralized data examination facility to provide physicians access to raw test information over the Internet.

Edgewater's first step was to develop a list of high-level functional requirements through question and answer sessions with key personnel, end-users, and application staff. Through the course of the information gathering sessions, Edgewater was able to gain enough information to draft an executive summary for the IT group to take to the foundation. This summary outlined the potential benefits of updating their current system. The benefits of the new product included: improved data accessibility, improved user productivity, reduced administrative costs, improved patient care, and the unique position as the premier product in its market.

While it was critically important to the IT group to upgrade the outdated systems, an overriding factor was their need to be certain that the initial efforts at turning clinic assets into revenue generating initiatives were successful. To help them establish up front, firm return on investment projections, Edgewater included a fixed-bid proposal. The resulting report provided the IT group with the decision support information necessary to evaluate the costs versus benefits associated with pursuing a new initiative.

The final report included the high-level functional requirements Edgewater gathered in the early stages as well as a detailed project plan for the implementation of the solution. The project plan described the methodology Edgewater would employ, the staffing requirements, the time frames for delivery, final cost estimates, and a preliminary cost-of-ownership for the proposed system.

Edgewater also included recommendations for the top level architecture design including their design considerations, a summary of the proposed technical approach to implementation, and a discussion of the advantages and disadvantages associated with each of the recommendations. In addition, functional specifications for each of the high-level system components were included.

The IT group had enough information to present this project to the funding authority for approval. In a time of financial cutbacks, this study generated enough interest from the funding authority to encourage continued observation of the demand for the product with an eye toward future development efforts.

This case study demonstrates how Edgewater truly partners with its clients. During an eStrategy session, Edgewater first translates their clients business needs into a solution strategy and develops top-level system requirements. By pioneering with them on their business strategy, Edgewater is able to optimize solutions strategies utilizing the latest web business practices and technologies. Edgewater works with their clients to develop a solution "road map" with success parameters tied directly to achieving specific business goals while maximizing a business's market share and profitability.

