



## **JJWild's Healthcare Optimization Workshop (HOW '08) Recap**

Leslie Hein Sullivan, Director, Marketing Communications

JJWild held our sixth annual Healthcare Optimization Workshop (HOW '08) at the Hilton in Dedham, Massachusetts on June 18, the day before MEDITECH's CIO Technology Workshop.

The goal of HOW has remained unchanged for the past six years. We designed this annual one-day event as a forum to discuss significant strategic issues facing healthcare leaders. We want to encourage dialog about these important topics through educational workshops and opportunities for networking, and let you know we're here to help you deal with them.

We were delighted this year to welcome over 120 leaders including CIOs, VPs, IT Directors, CMOs, and CFOs from over 86 different healthcare organizations in every region of the United States, the five Canadian provinces, and England. We were also happy to have many friends from MEDITECH take time out of their busy schedules to join us. Additionally, our partners BridgeHead, Dell, EMC, FormFast, Forward Advantage, HP, IBM, Motorola, Stratus, and VMware participated in the event, spending quality time with our guests throughout the day.

Opening remarks from our Vice President of Consulting Services, Paul Peck, established the theme for this year's event of navigating change and charting your organization's course for success. He talked about the ever-increasing motivators for change, and the challenges of effectively planning for and coping with change. Paul shared with the HOW attendees a quote by Whitney King, Jr: "Change has a considerable psychological impact on the human mind. To the fearful it is threatening because it means that things may get worse. To the hopeful it is encouraging because things may get better. To the confident it is inspiring because the challenge exists to make things better". Paul then outlined the agenda for the day, telling guests "we want you to be among the "confident" at the end of HOW".

Sara Schaeffner, Director of Product Management, facilitated the first general session which included a panel of five distinguished leaders – four from MEDITECH hospitals and one from MEDITECH. The panel included: Mal Griffin, CIO, Interior Health Authority; Richard (Dick) Latuchie, CIO, Regional Health; Ellen McCauliffe, Director of MEDITECH Clinical Applications, IT Services, Catholic Health Initiatives; Linda Minghella, VP and CIO, Boulder Community Hospital; and **Michelle O'Connor, VP of Development for MEDITECH.**

Sara led the session, introducing "10 killer questions" to consider determining the course that's right for your organization, examining such things as key internal and external drivers, prioritizing capital, technology advancements, uptime requirements, technology and human resources, and change management. Sara and the panel members also explored the factors that might cause an organization to consider migrating to Client/Server or 6.0, and the importance of determining when the right time is for *you*—and conversely, some reasons you might opt to delay the migration or optimize your current environment.

The panel members' insightful commentary and varying viewpoints emphasized the critical need for planning and charting the course that's uniquely appropriate for your organization. They expressed the need to reexamine—or create, if not yet established—your IT Strategic Plan, ensuring it aligns with your organization's overall goals. The panel members, each in a different stage of evaluating, planning for, or implementing a major change of their own, shared their strategic planning experiences and the critical paths leading up and through them. The panel further discussed that, as with all major decisions, you need to weigh all the factors. They



illustrated that careful consideration of each unique situation will yield the most appropriate course for your organization. Each of the panelists charted a somewhat different course of action – one that would yield success for their particular organization and circumstances. For example, we heard from Dick Latuchie of Regional Health who recently migrated from MAGIC to Client/Server and went live this past April. In another case, we heard from Ellen McCauliffe who said her organization had chosen to hold steady at MAGIC 5.6 for the foreseeable future. In every case, we witnessed the thoughtfulness that went into the decisions.

**Michelle O'Connor from MEDITECH shared with the audience some of the compelling attributes of 6.0 over earlier versions of Client/Server, as well as some things a MAGIC customer who chooses not to migrate at this time can do to enhance their current implementation.**

Some key takeaways of the session included the need to know the internal, market, and IT drivers pushing you toward the destination that's right for you, and how these not only impact initial project phases, but can change the course of a plan entirely as they evolve. While one type of plan does not fit all, there are shared essential elements and processes that can lead to a successful outcome. For those considering migrating to 6.0, there was good discussion about leveraging the time you have to plan for, budget, and prepare your organization for the change in advance. Sara also suggested that you periodically take stock in the moment to see when the planned course should be altered to adapt to a revised critical path and that you proceduralize change management, including the clarification and sometimes readjustment of internal and external expectations.

The audience leveraged the wisdom of the panelists, asking questions, seeking advice, and sharing some of their own experiences as well. The opening session set the stage for the remainder of the day.

Following the opening session, our guests had the opportunity to customize their agendas by choosing from a variety of workshops on the following topics:

- Track 1.1: Clinical Documentation... its Operational Make-up and the Most Appropriate Alternatives for the Deployment of IT Assets
- Track 2.1: Re-engineering Technology Architecture for the Next Wave of Healthcare IT: Part One: Data Center Provisioning—Servers, Storage, Virtualization, and Access
- Track 1.2: Clinical Process Redesign: IT Assets *Enable* Processes...They Do Not *Engineer* Them
- Track 2.2: Re-engineering Technology Architecture for the Next Wave of Healthcare IT: Part Two: Managing, Securing, and Protecting Your Data Assets

Between sessions, attendees found ample opportunity for networking with colleagues and our partners.

John Hummel, CTO of Perot Systems Healthcare, delivered a keynote address during the lunch break, sharing some of his experiences navigating change throughout his diverse and unique career, including while CIO for the California Prison Healthcare Receivership. John applauded attendees for providing a truly valuable service to the healthcare community and added his opinion that MEDITECH is a great tool to enable better patient care today and into the future.

Following a full day of presentations and workshops, HOW '08 concluded with a cocktail reception where everyone was able to unwind and enjoy time with friends, both new and old.



Many lucky attendees won gifts generously donated by our business partners Dell, EMC, FormFast, Forward Advantage, HP, IBM, and Stratus.

If you have any questions or comments regarding HOW, or how we can help you decide the right course for your organization, please feel free to email us at [HOWevent@jjwild.com](mailto:HOWevent@jjwild.com).