



Healthlink Advisors IT Planning & Assessment 2022

Enhancing HIT Assessments, Strategic Planning & Management

Healthlink AdvisorsSM

Why This First Look?

Rapid advances in healthcare technology, increased demand from COVID-19, and staffing shortages have stretched the ability of organizations' internal HIT teams to find, evaluate, select, and manage new technological systems and services across the evolving healthcare landscape. As an advisory services firm, Healthlink Advisors seeks to address that issue. This report evaluates the experience of healthcare organizations that have used Healthlink Advisors' IT planning and assessment offerings.

Healthlink Advisors IT Planning & Assessment: Enhancing HIT Assessments, Strategic Planning & Management

What Does Healthlink Advisors Do?

(A Client Explains)

"Healthlink Advisors is a diverse advisory services organization that specializes both in the clinical side as well as the revenue cycle side of IT. Healthlink Advisors brings a longitudinal history of understanding the consulting world and knowledge of deep healthcare problems from both an IT technology perspective as well as an organizational change management perspective."

—CIO/executive

Bottom Line

As clients navigate the COVID-19-impacted world and healthcare's evolving landscape that is shifting to value-based care, most of Healthlink Advisors' IT planning and assessment clients are highly satisfied. Clients routinely praise the firm's integrity, customizability, and lack of sales pushiness and nickel-and-diming. Executive involvement will need scalable adaptation to the firm's growth, and clients express a key to success is early transparency surrounding expected outcomes.

Key Competitors

(as reported by Healthlink Advisors)

Accenture, Chartis Group, Deloitte, Impact Advisors

Top Reasons Selected

Integrity, puts clients' needs first, historical performance, founders, boutique feel

Number of Clients Interviewed by KLAS

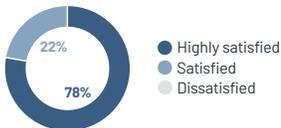
9 individuals from 9 unique organizations (Healthlink Advisors shared a list of 18 unique organizations; the list represents 20% of the clients that have worked with the firm in the last 12 months and are eligible for inclusion in this study)

Survey Respondents—by Organization Type (n=9)



Healthlink Advisors IT Planning & Assessment Client Experience: An Initial Look

Overall Client Satisfaction (n=9)



Time to See Outcomes (n=4)



Outcomes Expected by Clients



- Actionable recommendations backed by consumable data
- Creation of strategic road maps
- Structured evaluations of systems, processes, and vendors

Key Performance Indicators (1-9 scale)

Quality of staff/
consultants

A

(n=9)

Likely to
recommend

A+

(n=9)

Drives tangible
outcomes

A

(n=9)

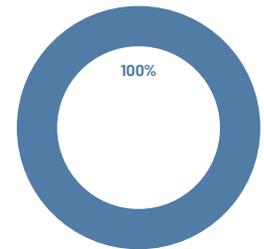
Strength of
partnership

A

(n=9)

Would you buy again? (n=9)

Yes No

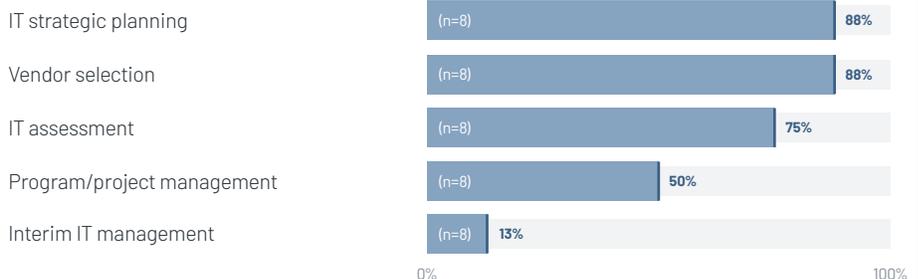


Grading Scale

A+ = 8.73-9.0	B+ = 7.83-8.09	C+ = 6.93-7.19	D+ = 6.03-6.29	F = <5.40
A = 8.37-8.72	B = 7.47-7.82	C = 6.57-6.92	D = 5.67-6.02	
A- = 8.10-8.36	B- = 7.20-7.46	C- = 6.30-6.56	D- = 5.40-5.66	

Adoption of Key Services

Percentage of interviewed clients using services



Strengths

High integrity



"Healthlink Advisors is much more honest than any other consulting firm I have worked with. Nobody else tells us not to use their software. With Healthlink Advisors, people don't have to presume that half of what they are being sold in a proposal is garbage because Healthlink Advisors is going to be straight with their clients." —CIO/executive

Strong executive involvement with high availability and deep expertise

"Considering how many clients Healthlink Advisors has, I am amazed at how knowledgeable the CEO is about each project. The executives are extremely hands on during the engagements. I know that I can reach out directly to the CEO if I need anything or if there are any challenges." —CIO/executive

Strong partnership centered on putting clients first; not focused on just generating additional engagements

"Healthlink Advisors does a good job of understanding what needs to be done and, maybe more importantly, what doesn't need to be done. Healthlink Advisors doesn't create a mountain of work when it doesn't need to be created. They zero in on exactly what we need and how to attack it. Healthlink Advisors doesn't try to sell us a bunch of BS or create a bunch of reports that are no good to anybody." —CIO/executive

Opportunities

Concerns about potential for the firm to lose themselves during rapid growth



"My only concern is that Healthlink Advisors will grow too rapidly and struggle to continue to deliver a great level of service. Oftentimes, companies have so many resources waiting for the next big implementation, and those companies will put consultants in areas where the consultants don't have the right skill set. That gets companies into trouble, and I wouldn't want to see Healthlink Advisors do that." —CIO/executive

Instances of dissatisfaction caused by misses in expectations

"On another project, the firm fell a bit short. It could have been that my expectations were too high. Healthlink Advisors helped me negotiate a good deal, but I thought they would help me negotiate an even better deal than they were able to do." —CIO/executive

KLAS' Points to Ponder

The Positives: Healthlink Advisors has established a trusted advisor relationship with their clients by delivering high-quality engagement outcomes and experienced, knowledgeable people. Services for selecting and implementing healthcare enterprise solutions, care transformation and analytics, IT governance, and cloud migrations provide a significant portfolio of consulting methodologies that will support healthcare organizations as they move to value-based care models. Healthlink Advisors is a price-competitive consulting firm that competes well in the consulting services market.

Organizations should consider the following:

Service Value for Provider Organizations

As healthcare organizations transition to value-based care and increase care delivery in patient homes, executive teams will need to access consulting services to help them create successful strategies that mitigate transformation risk. Consulting firms that help organizations develop new multimodal care delivery services, develop cloud-based IT systems, select and implement new enterprise and digital technology solutions, and provide analytics to support value-based care will likely be the most viable in the market. Healthlink Advisors has a portfolio of services that can support these healthcare transformations.

Consulting Testimonial Considerations

Consultants live and die by the client testimonials they achieve. When evaluating a company, healthcare organizations should put a lot of weight on the company's client testimonials. Prior or current consulting clients that fit the cultural and operational model of the prospective client

organization are likely to provide key insights into the firm's ability to deliver projects on time, within budget, and with the expected outcomes. Insights into which consultants perform at a high level for specific projects will also help organizations assess the fit with the consulting company services.

Total Cost of Ownership

A key evaluation of any IT project should include the total cost of ownership (TCO), and consultants should employ this methodology to help measure the impact and benefit of the IT projects. TCO models can vary a great deal from project to project. Key factors for TCO models are the inputs for labor impacts related to skill sets, capital expenditures, operating expenditures, technological obsolescence, and incremental enterprise IT costs (e.g., energy, networking, security, storage, and insurance). TCO models provide a great benchmark for organizations to measure and evaluate their ability to deliver and manage effective IT projects.



Mike Davis

HCIT market research and analysis expert with 40+ years of experience

Consulting Services Knowledge Transfer

Consulting services should include a knowledge-transfer model to ensure the healthcare organization's staff is educated and trained to ultimately support and manage the service or IT solution without further consulting support. Consulting companies that provide effective knowledge transfer to their clients are likely to generate high client satisfaction and repeat business from their clients. Healthlink Advisors demonstrates this capability through their client interviews. Consulting companies that try to generate add-on services to a current project are likely not diligent in their client knowledge transfer.

Healthlink Advisors: Company Profile at a Glance

Founders

Lindsey Jarrell
Chris Jenkins

Year founded

2016

Headquarters

St. Petersburg, FL

Number of unique projects

57 projects in 2021, 32 active projects as of Jan. 2022

Average project scope

6-8 months, up to 10 personnel, \$210K

Number of employees

65

Target client

Large hospitals or health systems (>\$750M revenue) in major metropolitan areas

Healthcare Executive Interview



Lindsey Jarrell,
CEO & Co-founder

How would your clients describe your services?

We are an advisory firm that delivers value in care management redesign, technology advisory services, and cloud strategy. Our core services include care management redesign, development of enterprise analytic centers of excellence, enterprise system selections, financial modeling, project management office assessments, virtual project management services, system implementations, IT strategy and governance including cloud enablement, and IT operations and service delivery.

What are your biggest differentiators?

The first differentiator is value; we bring Big 4 expertise with boutique pricing. We help our clients make the right decisions at the right times. The second differentiator is emotional intelligence. Our success is founded on walking a mile in our clients' shoes and in our willingness to actively listen, challenge the status quo, and be truth tellers even when doing so is inconvenient. The third differentiator is quality processes; we abhor poor work. We produce board-ready deliverables and have robust processes and tools to ensure quality.

How do you help provider organizations achieve desired outcomes?

Our proven methodologies, accelerators, and tool sets for each offering include certified domain expertise, maturity models and road map accelerators, clinical and operational workflows, comprehensive financial models, benchmarking repositories, and scalable toolboxes, templates, and processes.

What are your capabilities in the HIT Advisory Services segment?

Within the HIT advisory services space, we provide a full range of services, including:

- IT strategy and governance: A blend of consulting, facilitation, and deployment of methodologies to define IT strategy and elevate governance capabilities
- IT value management: Evaluation of investments in people and technology and the use of disruptive approaches to drive value from IT investment
- IT operating model assessment and design: The assessment and design of IT operations and organizational structure for increased capability, operating efficiency, and cost management
- Merger and acquisition IT due diligence: The buying and selling of due diligence services that are focused on IT capabilities and the management of post-deal IT integration or divestiture efforts
- Vendor selection and negotiation: Collaborate with IT executives, business leaders, and procurement people to ensure the organization selects the right vendor with preferred terms
- Data and analytics: The enabling of clients to accelerate their data maturity and drive clinical and operational performance to achieve improved outcomes as well as the establishment of analytics centers of excellence
- Interim leadership: Interim leadership at the C-suite and director level
- Technology transfer evaluation: Advisory services to assess market viability, go-to-market strategy definitions, market segmentation, and pricing analyses

What is your go-to-market strategy for 2022?

The strategy is, first, care innovation and analytics. We expect care team alignment, virtual care, hospital at home, enterprise analytics, and value-based care analytics to be in high demand. The second strategy is cloud strategy and enablement. As clients continue moving services to the cloud, they will require strategy, assessments, technology selection, and execution support. The third strategy is EMR selection and migration. We expect continued migration to Epic's EMR, especially with uncertainty around Cerner's acquisition. The fourth strategy is imaging environment strategy. There are lots of legacy PACS systems with dissatisfaction. We expect additional assessment and strategy work in the upcoming year. The fifth strategy is program and virtual management. Staffing challenges will continue, and clients will require support managing projects, which will likely be executed virtually.

Report Information

Reader Responsibility

KLAS data and reports are a compilation of research gathered from websites, healthcare industry reports, interviews with healthcare, payer, and employer organization executives and managers, and interviews with vendor and consultant organizations. Data gathered from these sources includes strong opinions (which should not be interpreted as actual facts) reflecting the emotion of exceptional success and, at times, failure. The information is intended solely as a catalyst for a more meaningful and effective investigation on your organization's part and is not intended, nor should it be used, to replace your organization's due diligence.

KLAS data and reports represent the combined candid opinions of actual people from healthcare, payer, and employer organizations regarding how their vendors, products, and/or services perform against their organization's objectives and expectations. The findings presented are not meant to be conclusive data for an entire client base. Significant variables—including a respondent's role within their organization as well as the organization's type (rural, teaching, specialty, etc.), size, objectives, depth/breadth of software use, software version, and system infrastructure/network—impact opinions and preclude an exact apples-to-apples comparison or a finely tuned statistical analysis.

KLAS makes significant effort to identify all organizations within a vendor's customer base so that KLAS scores are based on a representative random sample. However, since not all vendors share complete customer lists and some customers decline to participate, KLAS cannot claim a random representative sample for each solution. Therefore, while KLAS scores should be interpreted as KLAS's best effort to quantify the customer experience for each solution measured, they may contain both quantifiable and unidentifiable variation.

We encourage our clients, friends, and partners using KLAS research data to take into account these variables as they include KLAS data with their own due diligence. For frequently asked questions about KLAS methodology, please refer to klasresearch.com/faq.

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Note

Performance scores may change significantly when additional organizations are interviewed, especially when the existing sample size is limited, as in an emerging market with a small number of live clients.



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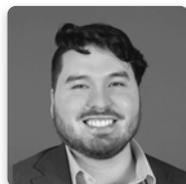


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Our Mission

Improving the world's healthcare through collaboration, insights, and transparency.

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