

Business Advisors for the **Healthcare** Industry

For more than 30 years, Coker Group has been a trusted adviser to prominent healthcare organizations on a broad range of issues. Given the tenor of the industry at this time, healthcare organizations are struggling to do more with less. Knowing this, Coker works with clients to develop customized solutions in four main service areas: strategy and operations, finance, technology, and compliance.

“Coker Group, through principled professional consulting, assists healthcare providers in their pursuit of a sound business model and an enhanced patient experience.”

Aimed at creating value for our clients, Coker provides advisory services to all types of healthcare organizations, including hospitals, health systems, accountable care organizations, clinically integrated networks, ancillary service providers, and physician-owned entities. (This also includes academic institutions and related faculty practice plans.) Our mission is to customize an approach for each client that ensures strategic differentiation in the marketplace and achievement of every goal across all performance areas.

STRATEGY AND OPERATIONS

Strong performance in any healthcare organization starts with a well-crafted strategy and requires well-executed day-to-day operations. Coker offers consultative assistance with operations, strategic planning, and strategy development and implementation, to both physician groups and health systems. Our team of professionals can facilitate an entire deal process or provide expertise in specific areas throughout a transaction.

STRATEGIC SERVICES INCLUDE:

- Alignment Strategy
- Care Process Design
- Integration Strategy (ACO/CIN Development)
- Merger/Acquisition Strategy
- Population Health Management (Coker ValuePath™)
- Strategic Planning (Service Line and Entire Entity)
- Strategic Execution

OPERATIONAL SERVICES INCLUDE:

- Chart Audits
- Clinical Documentation Improvement
- Coding/Compliance Audits and Education
- Community Health Needs Assessments
- Interim/Long-term Management
- Payer Contracting
- Physician Community
- Needs Assessments
- Physician Network Review
- Population Health Services
- Post-Merger Integration
- Practice Management Services
- Revenue Cycle Services
- Turnaround Services

FINANCE

Coker's financial support can range from performing pro forma analyses as part of the strategic planning process, functioning as a third-party valuation expert on contemplated transactions, helping to develop compensation strategies for physicians and mid-level providers that are adaptive to the changing reimbursement landscape, or ensuring that the payments to physicians are consistent with fair market value and are commercially reasonable.

FINANCIAL SERVICES INCLUDE:

- Compensation Development and Redesign
- Cost Reporting
- Fair Market Value/Commercial Reasonableness Opinions
- Financial Advisory
- Hospital Financial Services
- Transaction Services
- Valuation Advisory

TECHNOLOGY

Done right, Information Technology (IT) can help healthcare organizations produce higher quality care at lower costs. Chief Information Officers (CIOs) and other IT leaders are under intense pressure to deliver solutions that enable organizations to thrive in an era of healthcare reform and population health. Coker can assess IT leadership effectiveness, organizational structure, IT operations and service levels, staff competencies, security vulnerabilities, and recommend practical improvements and solutions that will make a difference.

TECHNOLOGY SERVICES INCLUDE:

- EHR Systems
- ICD-10/Coding
- IT Department Training
- IT Needs Assessment and Gap Analysis
- IT Infrastructure
- IT Security Reviews
- IT System Integration
- Managed IT Services
- Help Desk Support
- Outsourced IT Department
- Population Health Management
- Practice Management Systems
- Security as a Service
- Vendor/System Selection and Implementation

COMPLIANCE

Healthcare organizations and physician practices are challenged to keep up with the complicated and ever-changing healthcare regulatory environment. Over the past several years individuals within organizations have been held individually accountable for not only their involvement in wrongdoing but allowing it to occur on their watch. However, one thing is clear — the existence of a compliance-driven “tone at the top” and an effective corporate compliance program that addresses the seven fundamental elements as outlined in the Federal Sentencing Guidelines — and made mandatory for healthcare organizations and physician practices through the Affordable Care Act — is not only necessary but expected. Coker Group has the right compliance solution for you to respond to the challenge.

COMPLIANCE SERVICES INCLUDE:

- Compliance Program Development
- Compliance Program Effectiveness Assessment
- Governance Compliance Education and Advisory Services
- Virtual Compliance Officer Services
- Physician Arrangement Compliance Audits
- Physician Compensation Governance Development
- Fair Market Value/Commercial Reasonableness Opinions
- Provider Coding and Documentation Compliance Audits
- Root Cause Analyses (RCA)/Failure, Mode, Effects, and Criticality Analyses (FMECA)
- Mergers and Acquisitions Compliance Diligence