



ANTHONY LAFLEN

VICE PRESIDENT OF BUSINESS INTELLIGENCE

MARQUIS COMPANIES / CONSONUS HEALTHCARE

Despite working in a profession that sometimes suffers from information overload, Anthony Laflen loves data. He has a knack for analyzing and transforming it into something accessible and indispensable, a vital tool for making timely corporate decisions and improving quality and service.

As the Vice President of Business Intelligence at Consonus, Anthony and his team aid customers in articulating their value using live data analytics. By crafting impactful messaging around live readmissions rates, functional improvement gains and enhanced quality measures, they help operators capture more market share, better navigate PDPM, and thrive.

Anthony's division targets the specific areas of quality improvement and helps customers apply best-practice solutions. Analyzing data, looking for areas to improve and implementing a systematic approach have helped his team guide customers in improving Quality Measures, 5-Star Ratings and even a facility's census.

Public speaking is one of his passions, and he's been a member of Toastmasters International since high school. An accomplished presenter, his topics include reducing readmissions, measuring market share, increasing census and revenues, visualizing complex data and understanding values-based marketing. He encourages audiences to think innovatively, and to see customer relationships as mutually beneficial partnerships.

In his down time, Anthony enjoys reading, oil painting or spending time with his wife and son. He is heavily involved as a volunteer on behalf of Children's Cancer Society, a cause that speaks to his heart as a parent.



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