

## CASE STUDY

# Contract Therapy Provider Consonus Uses Optima's Business Intelligence Tool to Transform Their Decision Making Processes

### Industry Changes Demand Richer Analytics

After creating an in-house analytics tool, Consonus Healthcare was questioning whether to hire a team of full-time analysts to manage and mine their data. They were in the midst of preparing for the onset of value-based payments and needed to understand their true cost per minute in order to remain competitive. The problem? Data Analysts don't come cheap and the clock was ticking.

Jonalyn Brown, Consonus' Regional Vice President, knew that navigating the changing payment model was critical to the organization's success. Aligning pricing with their clients' revenue structure required the ability to analyze cost by different metrics including patient, payer and diagnosis. Plus - demonstrating value to those clients meant Consonus needed a way to connect outcomes to these and other metrics.

She believed the key was in their data, but would be lost without a tool, or team, robust enough to handle the load.

### Uncovering Cost per Minute While Cutting Costs

After seeing a demo of Optima's Business Intelligence tool, Brown decided the switch was a "no-brainer". The opportunity to leverage Optima's tool and expertise in order to achieve better results, at a much lower cost, led Consonus to quickly adopt the tool.

With the flexibility to create dynamic dashboards to inform real-time decision making, Consonus was armed with the right tool to answer the big question - what is our cost per minute? Optima's team worked closely with Brown in using the Business Intelligence tool to expose this and other important nuggets from their data.

Now, Brown is building her own custom dashboards, many of which have fueled decisions which have resulted in lower total costs and improved outcomes. She's even using them to analyze Consonus' Managed Care business.

“Optima's Business Intelligence tool gives you the independence and flexibility to quickly adjust to the changing market in order to remain a healthy, viable company.”

Jonalyn Brown, Regional Vice President

### The Possibilities are Endless

Using Optima's Business Intelligence tool to overcome the challenges of changing reimbursement has inspired Consonus to dig deeper, and more intelligently, into their data to answer big questions and make better, faster decisions.

"There is no limit for how we can use Business Intelligence," said Brown. In the future, she plans to take advantage of the built-in security roles in order to share specific dashboards with managers, therapists and, one day, maybe even customers.

### ABOUT CONSONUS

Consonus Healthcare, an Oregon-based contract therapy company, provides consulting, rehab, pharmacy and post-acute care transformation (PACT) services in over 80 rehab contracts across 11 states. They have been operating for over 25 years, and are run and led by Phil Fogg, a fourth generation nursing home administrator. Consonus is committed to helping patients live better, healthier, fuller lives.