

# Simplifying the business of healthcare

Lori Jensen, RN and Consulting Director of Advisory Solutions leveraged **aptitude** to streamline contracting for North Mississippi Health Services.

As a healthcare consultant who is charged with helping hospitals reduce costs, Lori Jensen is a nurse who pulls double duty by also “dabbling” in supply chain. She strives to deliver results for her clients by managing multiple strategies all while navigating the complexity of healthcare procurement.

The traditional process by which hospitals seek out cost reduction is mature and integrated throughout the organization. Typically, a consultant is hired and then goes through the art of getting data from the hospital, which can be a challenge. And once they get the data, the real work begins. They have to sort through it, analyze it, and then attempt to compare it to relevant data from similar hospitals to look for potential opportunities.

While a consultant may be brought in to manage the process “as-is,” leveraging technology and data can deliver insight and efficiency, allowing them to escalate value for the provider. That is what contracting through the **aptitude** market has allowed Lori Jensen to do for her clients.

## Where to start

“After identifying over 60 initiatives the organization wanted to explore, I planned to just roll-up my sleeves and start trying to prioritize. Then I received access to this slick looking site that has everything organized and simplified for us,” Jensen explained. “Within a few minutes I was digesting all kinds of data - from line item detail, to who we are buying from, to how categories are structured,” Jensen continued. “It was organized by opportunity and allowed me to download the detail as needed. All the categorization and comparisons have already been completed –with weekly data updates. It was awesome.”



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Lori Jensen, RN  
Consulting Director

## Vizient Advisory Solutions

Advisory Solutions delivers nationally ranked health care consulting services. They help assess and prioritize key areas for health care providers to deliver operational, clinical and financial improvements and help optimize the total cost of care.

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## Clinician buy-in

Once she saw the insight **aptitude** delivered, she was able to quickly sort initiatives into phases and take action on the opportunities that had the highest potential. “We reviewed the benchmarks to provide a realistic expectation on what we could expect in terms of an offer. Then the hospital was able to weigh in on which initiatives to pursue,” Jensen pointed out. “This was a result of clinical alignment in pursuing cost reduction initiatives.”

Armed with data and support of the clinical team, she sent Request for Proposals (RFPs) out through **aptitude** to the desired suppliers. When the offers were received back, Jensen discussed details with hospital staff and further negotiated with suppliers to make a final decision.

“For new initiatives, we are more likely to turn price reduction opportunities into reality because of the clinician buy-in that is a result of pre-work with benchmarks and offer evaluations supported through the platform,” Jensen said. Thanks to the pre-determined terms and conditions in **aptitude**, once the hospital gives approval, contracts can be completed immediately. In a time frame of approximately six months, **aptitude** has helped Jensen deliver close to \$400K in savings.

## Quick and slick

While initially Jensen was concerned about the learning curve of adding a new resource, after a brief training session she was impressed with the user-friendly, intuitive platform.

“The approach through **aptitude** streamlines many of the time-consuming processes that exist in the traditional contracting approach,” Jensen asserted. “From aggregating data to submitting RFPs, it’s just faster. I have a nursing background, I’m not a contract developer, so this is an extremely helpful resource for me. Contracting in **aptitude** makes things move at an accelerated pace and is much easier than doing it by hand.”

Now, when trying to get the best price on the best product for her clients, Jensen immediately turns to **aptitude**. It enhances their existing processes and moves initiatives forward.

“The flexibility in the approach is really a complement to our process, it’s not a disruptor,” continued Jensen. “We are not having to stop what we are doing, we can just do what we do - faster.”

The process and workload is the same for an initiative that nets you \$15,000 in savings or one that returns over a million in savings. Looking to technology as a resource to maintain focus on the best opportunities and automate aspects of the manual approach, consultants can deliver more value to the hospital in the same time-frame.

## It’s a win-win

When both hospitals and suppliers have access to reliable data, the insight provides mutual forward momentum and allows them to move beyond just price. From monitoring progress, to seeing results, to accessing data to plan for future initiatives,

## About **aptitude**

Launched as a contracting market in 2013, **aptitude** reduces the cost of healthcare and accelerates strategic supply chain partnerships by allowing providers and suppliers to explore opportunities, streamline execution and improve performance.

**aptitude** helps Jensen do more for her customer while building relationships with suppliers.

“The data in the platform has always been spot on, allowing us to stay on top of all our initiatives. I honestly don’t know how you could possibly manage 50 concurrent events without something like **aptitude**. We are so far ahead of where we would normally be, making us a better investment to the client,” concluded Jensen.

### Results in 6 months:

Personal protection	8%
Surgical non-woven	15%
Facial protection	13%
Surgical gloves	12%
Incontinence care	24%

*Completed in an average of 80 days*

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Want to learn more? Contact us today! | [ask@aptitude.com](mailto:ask@aptitude.com)