

Novo Connects with IHC

Software Company Helps Intermountain Healthcare Overcome Connectivity Ills

About IHC

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Overview

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Business Needs

Intermountain Healthcare operates 21 hospitals, 12 home health care agencies, and 160 physician and urgent care clinics in Utah and Southern Idaho. It employs over 30,000 personnel and its emergency departments treat more than 39,700 patients a years. In addition to health care, the company also offers health insurance to large and small employers.

As such a large organization, Intermountain Healthcare needed to find a better way of getting lab results and clinical documents from its hospitals to its community physicians. It also wanted to streamline the process and use a direct electronic interface to eliminate re-faxing, couriering, and telephone calls, as well as to help reduce errors. In addition, due to the number of transactions the Company processes in a day, it needed a solution capable of handling a large volume of information. Ryan Smith, assistant vice president of e-business, also noted that the Company did not want to do all the customizations necessary to interface with every EMR product on the market on its own, and was looking for a partner that could provide "last mile connectivity" and interface with various EMR system.

Smith worked closely with the organization's supply chain organization to find a solution that would allow the hospital to send lab results and other information directly to physicians' clinical systems. Based on recommendations he received from analysts and other healthcare organizations, Smith evaluated solutions from Novo Innovations, Medicity, and RelayHealth.

The Vendors

Smith was highly pleased with the functionality and technology of Novo's solution, and its ability to understand the hospital's needs. He added, "They really understood the problem we were trying to solve. They spoke our language. Their product fit the exact niche we were trying to fill...they had the ability to rapidly implement."

However, Smith had concerns regarding the vendor's size and viability. He initially questioned Novo's ability to handle the large volume of transactions the hospital required. However, during the evaluation process, the vendor was able to successfully demon-

Table 1: Customer Business Profile	
Company	Intermountain Healthcare
Headquarters	36 S. State St. Fl. 22 Salt Lake City, UT 84111
Phone	800-888-3134
Web site	www.intermountainhealthcare.org
Annual revenue	Not available
Ownership	Private
Primary industry	Healthcare
Employees	30,000
Leadership	William H. Nelson, President and CEO
Solutions selected	Novo Innovations

All figures in U.S. dollars

Table 2: Competitive Advantage Score			
Company	Product	Sales Team	Overall
2.9	10.0	6.7	7.0

*The Competitive Advantage Score represents the relative advantage of Infinite Campus against its strongest competitor in this opportunity, based upon driver scores.
-10 = Strong Disadvantage, 10 = Strong Advantage, 0 = No Advantage*

Table 3: Most Important Criteria			
Criteria set	First	Second	Third
Vendor	Technology reputation	Future direction	Reputation
Product	Implementation ease	Overall cost	Integration
Sales Team	Understanding business needs and compelling event	Knowledge of customer's business	Product knowledge

Table 4: Decision Satisfaction	
On a scale of 1 to 10, how satisfied have you been with your decision?	10
Would you select Novo Innovations again?	Yes

1=Not satisfied, 10=Very satisfied

strate its capabilities. Smith also noted that Novo was a smaller vendor, and at risk of being bought out by another player, whereas Medicity and RelayHealth were larger and more secure companies. In spite of its small size, Novo was able to demonstrate a larger client base and greater market penetration than either Medicity or RelayHealth.

Medicity was one of Intermountain Healthcare's partners for its health information network, and the Company was initially interested in continuing that relationship; however, Medicity's solution would have required a significant amount of customization to match the hospital's infrastructure, and Smith was not certain the vendor was up to such a challenging implementation.

The Products

Product cost and functionality were two of the primary reasons Intermountain Healthcare selected Novo. A third reason, also related to the product, was the implementation process. Smith explained that ease of deployment and fit with the hospital's IT infrastructure were critical factors in selecting a solution. He also noted that his organization was already working with Medicity and RelayHealth, but thought that it would be easier to implement the Novo solution than to work with one of its incumbent providers.

While Smith praised the overall functionality of Novo's solution, he noted that some of the reports and other output could be "a little bit crude" and could stand to be improved.

Novo's second main competitor, RelayHealth, also offered a highly functional solution, and its products were well integrated, but were also proprietary. In order to use the vendor's solution, the hospital would need to "buy the whole enchilada," according to Smith, making it too expensive of an option. RelayHealth also offered a hosted solution, which would give the hospital less flexibility and fewer options in how it could be configured and used.

The Sales Teams

Based on their performance ratings, all of the sales teams did well overall, but each had areas where they could improve. Being a smaller company, Novo had less of a budget for its presentation and did not come off as polished as the other vendors. Novo conducted several Webinars, which presented the information adequately, but lacked the "personnel touch" of an onsite presentation, according to Smith.

RelayHealth received the highest ratings for demonstration and presentation, but fell behind when it came to responsiveness. Smith said, "We had some questions for some of the immediate product area, and...they never got back to us." In contrast, Novo was able to show the flexibility and responsiveness normally associated with a smaller company.

Chart 1
Company Performance

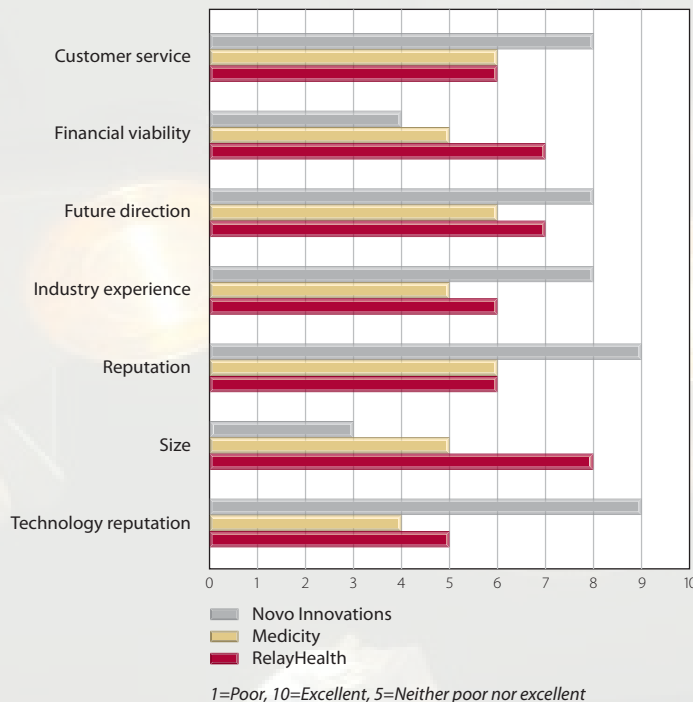
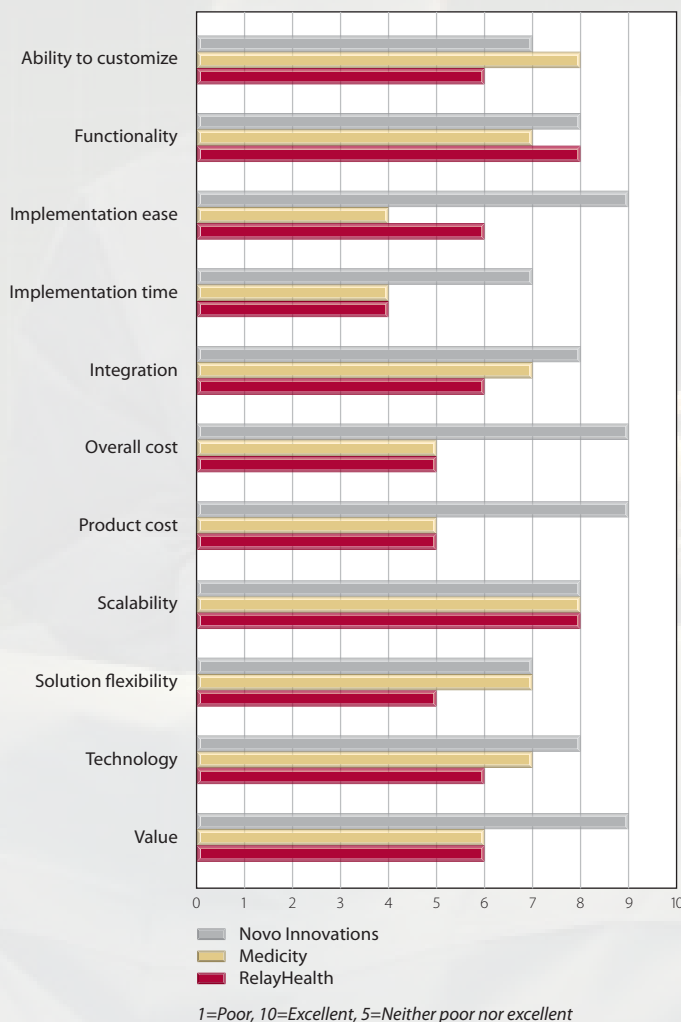


Chart 2
Product Performance



When it came to Medicity, Smith noted that the vendor had a lot of ideas, but less of an actual product to demonstrate. He added, "They're still trying to work some things out, I think, from a technology basis." Smith also mentioned that the sales team was unable to answer questions about how the solution would handle a Master Member Index.

The Final Decision

With over 20 hospital and 160 clinics under its roof, Intermountain Healthcare needed to find a better way of transferring patient information, clinical documents, and lab test results from its hospitals to its community physicians.

After careful evaluation, Intermountain Healthcare selected Novo Innovations over its previous vendors, Medicity and RelayHealth. Cost, functionality, and the ability to "harmonize" with the Company's vision were identified as the primary reasons for selecting Novo, but implementation ease, integration with the hospital's existing infrastructure, and the vendor's reputation also played a role in the decision. Smith explained that the ease of deployment and ability to fit into the hospital's infrastructure were very important to Intermountain Healthcare, and areas where Novo outshone the competition.

RelayHealth's solution could not be as easily integrated into the hospital's existing infrastructure as Novo's, and would have required replacing several of the hospital's current applications with priority systems from RelayHealth. This lack of flexibility made the vendor too expensive an option.

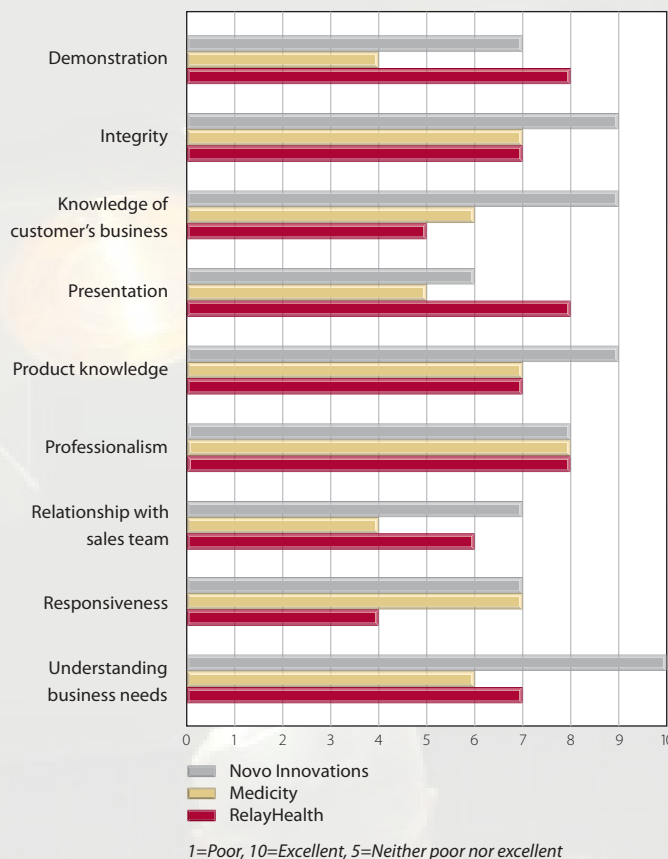
Medicity and Intermountain Healthcare have had a long relationship and worked together on the hospital's health information network. The vendor went into this opportunity with a clear understanding of Intermountain Healthcare's needs, but could not provide all of the functionality the hospital needed. Medicity would have needed "a better thought-out product strategy and product plan" to have been selected.

Post Decision

Smith initially had his doubts about a smaller vendor, like Novo, being able to handle the vast number of transactions of a company the size of Intermountain Healthcare. But, Novo has proven itself and Smith is satisfied. He said that he would "absolutely" select the vendor again and recommend it to colleagues. "They've been very nimble. They've lived up to all of their promises. They have been able to implement what has been a very challenging space for us... They've been able to do it very easily...Their product just works."

In future applications, Intermountain Healthcare would like to see greater interconnectivity and exchange of data between different vendors' products, and an easier method for bringing clinics information back into the hospital's system. An added

Chart 3
Sales Team Performance



bonus would be an application capable of handling inbound orders and scheduling.

About Primary Intelligence

Primary Intelligence, Inc., based in Salt Lake City, Utah, is a leading provider of predictive sales analytics, sales intelligence, and competitive intelligence solutions for managing and servicing sales infrastructure to the world's leading companies. Through win loss analysis, Primary Intelligence provides clients with concise, actionable intelligence that allows them to make correct decisions about their target markets, products, and strategies. For more information about Primary Intelligence, visit www.primary-intel.com. 



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