



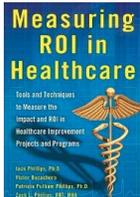
Measuring Value, Impact and ROI in Healthcare

The ability to connect the dots and show bottom-line accountability while maintaining quality and efficiencies will be the key to survival in the healthcare industry. To meet this challenge healthcare organizations need to be more efficient (cost), more effective (better patient outcomes) and provide better patient satisfaction, while serving more people. This is requiring investments in improvement initiatives and the Phillips ROI Methodology™ is the best process to implement to ensure those investments add value and prove that value to all stakeholders.

In today's healthcare organizations program sponsors and those who have responsibility for the success of projects are held more accountable than ever for the financial impact and ROI of their programs and projects. These programs and improvement initiatives include:

- Technology
- Innovation
- Quality
- Staffing
- Patient satisfaction
- Compliance
- Process improvement
- Physician leadership

ROI Institute Canada is a leading provider in measurement, evaluation and ROI – enabling Canadian healthcare organizations to prove the value, impact and ROI of all types of programs, projects and improvement initiatives.



Book: Measuring ROI in Healthcare

Tools and Techniques to Measure the Impact and ROI of Healthcare Improvement Projects and Programs.

Authored by Dr. Jack Phillips, world renowned and developer of the ROI Methodology™, and 3 other experts, this groundbreaking book offers a proven system for measuring the bottom-line impact and value of any proposed healthcare improvement initiative.

Available now. To order your copy, please email suzanne@roiinstituteCanada.com.

Why Measure ROI?

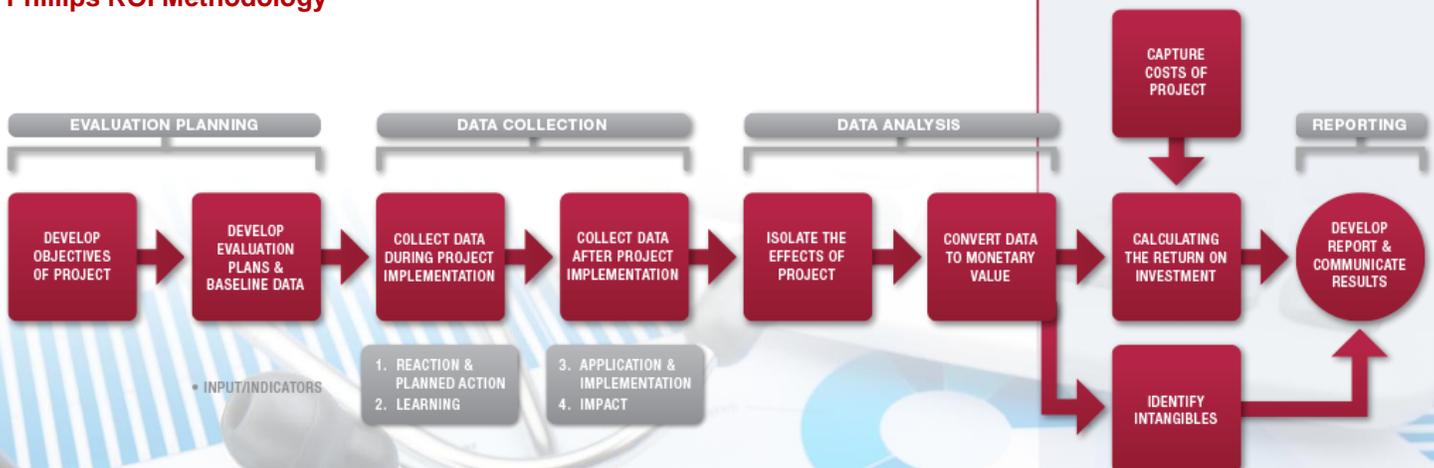
It is evident that there is an increasing demand to show the financial impact of expenditures that invest in programs and improvement initiatives in healthcare organizations. There has always been a concern over the value of programs, projects and all organizational improvement efforts and now the definition of value includes financial impact. The expenditures used to be categorized as a “cost of doing business” – now they are an investment and demand a ROI.

The Phillips ROI Methodology™

The Phillips ROI Methodology generates a balanced set of data that are believable, realistic and accurate, from the viewpoint of key stakeholders. The methodology approaches credibility head-on through the use of:

- A balanced set of data
- A logical, systematic process
- Guiding Principles
- A method to isolate the benefits of a program
- A proven methodology based on thousands of applications
- Emphasis on implementing the methodology within an organization to ensure the process is sustained
- A procedure accepted by sponsors, executives and others who fund projects

The Phillips ROI Methodology™



ROI Institute Canada offers several learning opportunities for healthcare professionals and organizations through its Certification and workshops as well as consulting services and resources.

The ROI Methodology™ Healthcare Certification Workshop

Fully master all the skills you need to implement a comprehensive ROI initiative in your healthcare organization with our five-day Certification workshop, for healthcare professionals. You'll gain the skills to become certified in the ROI Methodology and you'll learn how to sustain the measurement and evaluation process on a continued basis. You'll also receive ongoing personalized coaching and support once the workshop has ended as you conduct an impact study in your own organization. Once you've demonstrated competency in applying the ROI Methodology, you will earn the prestigious Certified ROI Professional designation. No other workshop gives you access to the same level of expertise as ROI Certification. Offered publically as well as customized for your organization.

Certification Benefits

- Demonstrate ability in conducting an impact study
- Certificate of Accomplishment (upon successful completion of your own impact study)
- Critical skills that will render you more credible and valuable to your organization's executives
- Permission to conduct one-day workshops on the ROI Methodology in your own organization

Member Benefits

As an additional benefit, you'll become a member of the ROI Network, the leading resource on the application of the ROI Methodology around the world. As a member of the network, you'll be an authorized practitioner of the ROI Methodology and entitled to give one-day workshops in your own organization. You'll also have access to the online resources available in our Members Only area of our website.

1 Day ROI in Healthcare Workshop

An introduction to the skills to measure value, impact and ROI in healthcare improvement initiatives. Offered publically as well as customized for your organization.

2 Day ROI in Healthcare Workshop

A more in-depth session which builds skills in accountability and measuring value, impact and ROI in healthcare initiatives. Offered publically as well as customized for your organization.

Consulting Services

ROI Institute Canada consultants provide assistance with assessment, measurement and evaluations to healthcare professionals and organizations. Consultants conduct impact studies on various improvement initiatives and programs. ROI consultants provide an independent assessment of a project. Barriers and enablers are identified to show how the project can be more successful. ROI Institute Canada provides guaranteed satisfaction. Projects range from studies involving a small group of individuals to large-scale evaluations spanning multiple months or years.

Conference Keynotes, Presentations & Working Sessions

Many individuals, associations and organizations are interested in knowing more about ROI and how it can apply in their healthcare organizations. ROI Institute Canada routinely provides conference presentations; keynotes, concurrent sessions, breakout sessions, pre and post workshops.

Upcoming Events

ROI in Healthcare Certification
September 29 - October 3, 2014
Toronto, Ontario

ROI in Healthcare Certification
February 2 – 6, 2015
Red Deer, Alberta
Hosted by:
Red Deer Regional Hospital
Alberta Health Services



Master all the skills required to implement comprehensive ROI measurement within your healthcare organization. Build the capability to become certified in the ROI Methodology™. This is a 5-day workshop targeted to healthcare professionals and executives.

Register for Events

Please go to www.roiinstituteCanada.com to register or scan the code below.



About ROI Institute Canada

ROI Institute Canada is the Canadian partner of the ROI Institute and a leading provider in measurement, evaluation and ROI – enabling Canadian public and private organizations to prove the value, impact and ROI of programs, projects and improvement initiatives. To discuss your challenges or inquiries on ROI, contact Suzanne Schell.