



## 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
- Quality
- Patient satisfaction
- Process improvement
- Innovation
- Staffing / Retention
- Compliance
- 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.

## 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

## The Phillips ROI Methodology™

The Phillips ROI Methodology is a 12 step systematic credible process that meets the need to show the value used by organizations all over the world. The methodology is a simple to use and proven process that will generate a balanced set of data that is believable, realistic and accurate – particularly from the perspective of sponsors and key stakeholders. To allocate funds to programs, projects and improvement initiatives that deliver the highest value you must have a method that credibly proves or "shows" the value.

## 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

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

### Why ROI Certification

- Build capability to measure impact and ROI of projects and programs
- Provides a skill set to apply the ROI Methodology as a program or project improvement process
- Gain the ability to implement the Methodology in your organization
- You become an ROI expert
- You will strengthen your working relationships
- Applying this credible Methodology will result in obtaining and securing funding for programs and projects
- You acquire a higher level of respect from executives

### Who Would Benefit from ROI Certification

Anyone who needs the skills to measure the impact of all types of performance improvement programs. **Individuals who need to demonstrate the ROI and impact of healthcare improvement initiatives such as executive education, human resources, retention, learning and development, quality improvements, Ehealth, green projects, and technology implementation will benefit.**

### What You Will Learn

#### **During the workshop, you will:**

- Apply the ROI Methodology™ to a program in your own organization
- Get detailed, first-hand experience with every step
- Learn how to calculate ROI
- Learn how to measure the contribution of training and performance improvement programs
- Learn how to enhance program results and improve ROI
- Discover how to convert both tangible and intangible benefits into monetary values

#### **Gain the skills to be fully certified, including:**

- Determine data collection timing and methods
- Choose appropriate strategies for isolating the effects of programs
- Calculate or estimate the value of an improvement
- Apply simple statistical tools to data analysis
- Analyze data and calculate the actual financial ROI

### 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.

### Learning Opportunities

#### **2 Day ROI in Healthcare Workshop**

Internal workshop customized for your healthcare organization.

Master the skills required to implement the ROI Methodology in your organization. This is a 2-day workshop targeted to healthcare professionals and executives.

Learn how to apply the ROI Methodology to build a credible business case for an initiative to obtain funding.

#### **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.

