



*PH Tech Transforms Its Healthcare Analytics
with Analyzer™ From Strategy Companion*



PH Tech (Performance Health Technology Inc.), established in 1996 with the launch of its Clinical Integration Manager™ (CIM) medical management system, is now a healthcare management industry leader. PH Tech solutions are used by healthcare providers and payers in the analysis, design, operation, and administration of managed care rules such as referrals and prior authorizations. In 2000, PH Tech merged with NWTPA, Inc., a third-party claims administrator, in order to provide customers with a full array of healthcare benefits administration services. Currently, PH Tech provides these services for more than 350,000 members throughout the United States.

Providing accurate and timely analytical information to healthcare professionals is critical to the success of PH Tech. After a thorough evaluation of alternatives, PH Tech decided to incorporate the Analyzer™ product from Strategy Companion into its industry-leading healthcare management solution. Analyzer™ provides the most comprehensive and easy-to-use Business Intelligence (BI) software for the Microsoft SQL Server platform, and enables PH Tech clients to make better-informed decisions leading to improved performance, lower costs, and enhanced patient and provider goodwill.



Industry

Healthcare

Solution

Analyzer™, the most advanced Business Intelligence (BI) front-end application for the Microsoft SQL Server platform

Business Challenges

- ***Achieve high levels of user acceptance***
- ***Empower non-technical users to do their own analysis and reporting***
- ***Reduce in-house product development requirements***
- ***Accelerate time-to-market***
- ***Reduce costs and complexity of solution deployment***
- ***Reduce demands on IT department related to installation, integration, and support***
- ***Leverage existing investment in the Microsoft SQL Server environment***

Customer Quote

“Analyzer™ provides us with intuitive web-based analytics so that internal staff and clients can perform analyses on our data warehouse. With Analyzer™, it is very simple to design charts and other graphic representations of our data. Other systems looked much harder to use.”

- Chad Casady, Director of Information Technology at PH Tech

In order to further add value to the information through advanced analytics, PH Tech embarked on a search for a powerful, web-based analytics tool that was easy to deploy and use for both clients and internal personnel

Overview

PH Tech provides its customers with timely information that enables them to provide professionally-managed healthcare services. PH Tech believes the key to their success is providing accurate, consistent customer and market information to its healthcare clients, along with the tools needed to effectively analyze and understand the large amount of data residing in their data warehouse. In order to further add value to the information through advanced analytics, PH Tech embarked on a search for a powerful, web-based analytics tool that was easy to deploy and use for both clients and internal personnel.

Because the deployment and maintenance of web-based solutions is significantly less complex and costly than client-server-based solutions, web-based technologies have become the central theme for effective information delivery throughout PH Tech. Consequently, PH Tech knew that the web-based architecture and capabilities of the evaluated reporting and analytics tools would be essential criteria for selection. In particular, PH Tech wanted a solution that required minimal time and resources to be spent on user training. They needed a solution that would be highly intuitive and easy to learn for first-time users and that would still deliver the powerful analytical capabilities required.

It was also important to PH Tech that the solution would be able to take advantage of the powerful Business Intelligence (BI) capabilities of their existing Microsoft SQL Server platform, including the very latest features of the Analysis Services BI engine.



Delivering a More Effective Healthcare Analytics Solution While Reducing Time-to-Market

The potential complexities and costs associated with incorporating a new analytics solution and delivering it to thousands of far-flung users in many client organizations were weighted heavily in the criteria of the PH Tech evaluation team. Ease of use was considered essential and was one of the most important criteria. These and other considerations such as performance, scalability, and security led to the selection of Strategy Companion's Analyzer™ product as the new analytical component of the PH Tech healthcare solution.

PH Tech reports that the web-based nature of Analyzer™ and its intuitive analytics allow them to roll it out to new groups of users quickly and easily without undertaking a large-scale training program. "If we went to a client-server-based BI application, we would be faced with intensive training as well as all the deployment and service problems client-server scenarios create. Analyzer™ is so intuitive, training is minimal. Also, being web-based, any user can deploy BI analytics and tools at any time with Analyzer™," said Chad Casady, Director of Information Technology at PH Tech.

Ease of use is exactly what most customers and analysts notice first about Analyzer™. Although easy to learn and use, Analyzer™ is also a powerful front-end BI analysis tool. Its architecture, based on open web standards, minimizes the resources required for installation, deployment, and maintenance, resulting in a lower total cost of ownership (TCO). Analyzer™ provides the analytical and decision-support capabilities needed by PH Tech customers, including interactive reports, ad-hoc query and analysis, and a wide range of online analytical processing (OLAP) capabilities.

According to Casady, Analyzer's smooth integration with SQL Server was another important benefit. "Analyzer™ simply plugged right into SQL Server 2005 Analysis Services with no modifications. It was so easy to set up."

The web-based nature of Analyzer™ and its intuitive analytics allow PH Tech to roll it out to new groups of users quickly and easily without undertaking a training large-scale program

New Analytics Enhance PH Tech's Healthcare Management Solutions

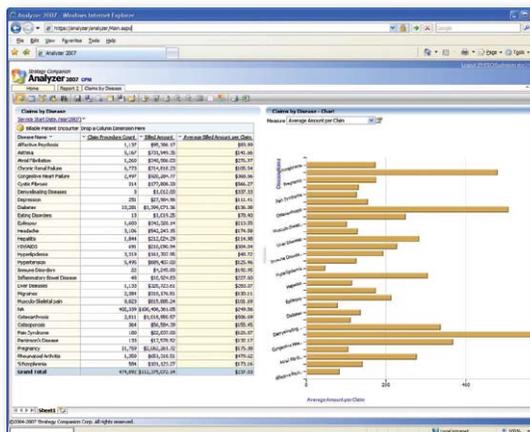
Analyzer™ empowers PH Tech clients and internal users with an incredibly easy-to-use set of analysis tools, dramatically increasing the quality of their analyses, resulting in a deeper understanding of key healthcare management issues. Coupled with advanced visualization and collaboration capabilities, decision makers can now see and communicate to others exactly the right information.

PH Tech customers can now easily create visually-compelling reports consisting of one or more pivot tables, charts, Key Performance Indicator scorecards, dashboards, website links, Reporting Services links, and more. This flexibility is enabling new types of healthcare management reporting and analysis that previously were not possible or simply too difficult or cumbersome to implement.

This kind of integration is possible because Analyzer™ was designed from the ground up as a front-end application for SQL Server analytics, able to take full advantage of the latest Business Intelligence and OLAP features of Analysis Services. Analyzer™ provides the BI functionality that PH Tech wanted in a Microsoft-centric computing environment. Developed in C# on the ASP.NET platform, Analyzer™ is built upon the very latest Microsoft technologies.

Leveraging SQL Server's Unified Dimensional Model (UDM), Analyzer™ delivers the benefits of the latest features of Microsoft's analytic and reporting engines, including MDX scripting, Key Performance Indicators, attribute-based dimensions, security control, multi-language support, perspectives, and more.

Analyzer's flexibility is enabling new types of healthcare management reporting and analysis that previously were not possible or simply too difficult or cumbersome to implement



For instance, the previous screenshot shows a summary of charge counts, billed amounts, and per claim averages by disease. A report like this allows health plan managers to see which diseases or conditions cost the most money overall, as well as by claim. This information helps determine where to focus disease and medical management programs to provide better care for patients and to help contain the rising cost of healthcare.

In addition to enabling new kinds of analysis and a better understanding of healthcare management issues, it was also important to PH Tech to find a solution that would ensure a high adoption rate among a large group of users with varying skillsets. "Getting people to try something new is usually difficult. But once people see Analyzer™, they immediately recognize its value", said Casady.

Although ease of use for customers was of paramount importance to PH Tech, it was also important that the solution integrate smoothly with their existing IT environment.

"We're a SQL Server 2005 shop and it couldn't be easier to implement Analyzer™ and get people to use it," stresses Casady. "Upon seeing our new BI tools, our pilot customers said, 'Wow, this is cool.' They were very impressed how easy the tools were to use and how effortlessly they could create attractive reports," adds Casady. "The IT Department was pleased that there was so little effort in adding Analyzer™. It just works!"

*To learn more about Strategy Companion, please visit:
www.strategycompanion.com
or call: 1-800-905-6792*

Analyzer™ Features

- *Powerful and intuitive BI analysis with an easy to use drag-and-drop interface*
- *100% zero-footprint browser client containing multiple reports and dashboards*
- *No special OLAP or MDX knowledge or coding of any kind is required*
- *Instant report drilldown, filtering, slicing, dicing, and much more*
- *Multiple reports and dashboards, each with multiple pivot tables, charts, and other components*
- *Wide choice of advanced analytical capabilities*
- *Advanced visualizations ranging from 3D charts to color themes, heat maps, and more*
- *Dynamic, interactive analytic charts featuring 2D/3D, chart drilldown, optional linking to pivot tables, zoom-in/out, custom color palettes*
- *Extensive reporting features*