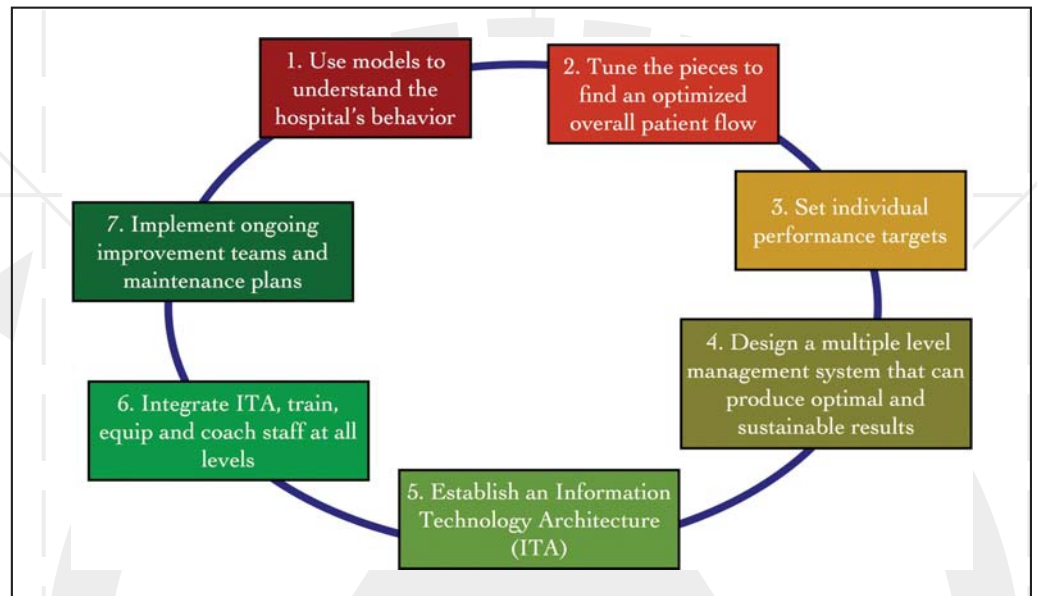


Using Better Science to Bring Order to Chaos

PHLo™ (for *proactive healthcare logistics*) helps all the moving parts in a hospital interact as quickly, predictably and efficiently as possible to optimize performance.

Key Features:

- Advanced value stream mapping and simulation modeling
- Predictive management environment with the tools to anticipate and act
- Escalating alerts deliver the right information to the right person at the right time
- An environmental database enabling true data-driven analysis and supporting ongoing improvement initiatives



PHLo is a whole-hospital performance management system.

Unlike factories, hospitals are nonlinear systems. They are complex adaptive environments with collaborative, horizontal organizational structures in which physicians, nurses, techs, administrators, patients, families and payers are all able to influence the course of events. That's why popular improvement concepts suitable for factories often produce mixed or disappointing results in hospitals.

PHLo is a fundamentally different approach to hospital performance management. PHLo recognizes that overall hospital performance is more than just the sum of the parts. It is a function of how seamlessly and efficiently those parts work together. PHLo works on optimizing the whole hospital, balancing timing and effort to synchronize the pieces - driving speed, predictability and effectiveness.

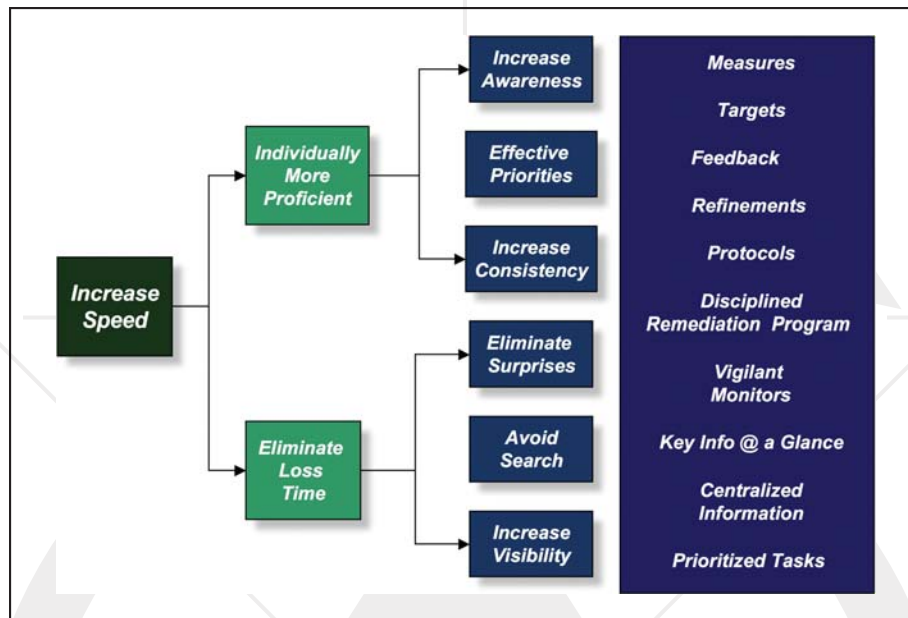
With PHLo, next-level performance can be accomplished smoothly and with a compelling value proposition. A busy hospital can be quickly modeled to understand overall behavior, and *tuned* to establish an optimal patient flow. Results are achieved via an orderly implementation process that integrates enabling technology with existing systems and training to produce desired and sustainable outcomes.

Key Benefits:

- Increased patient volume and community access
- Reduced patient delays
- Better organization and focus, improving physician satisfaction
- Improved quality of work life through collaboration and accountability
- Safer environment with fewer errors and omissions
- Improved financial performance based on increasing revenue and market share



Addressing the Special Needs of Complex Adaptive Environments



PHLo™ increases the speed.

Systems consisting of many autonomous, yet interdependent parts can be unpredictable, difficult to manage, and even tougher to change. Having worked with them since 1968, USCCG understands the operational and informational needs of complex adaptive environments.

We have found that there is a specific science for enabling organizations of this nature to achieve next-level performance. It is a science that goes far beyond popular manufacturing-based methodologies, such as Six Sigma or Lean, to put hospitals on a path to sustainable operational excellence.

That's why we've developed special analytical techniques, simulation tools, and methodologies to allow us to quickly assess each hospital's unique capabilities and harvest its full potential. And why we've developed state-of-the-art technology that, used in conjunction with our world class operations management consulting services, will improve patient volumes, community access, stakeholder satisfaction, and safety, without increasing costs.

If you would like to identify the unique opportunities for improvement in your hospital and empower administrators and physicians alike to move forward quickly and decisively to next-level performance, visit our web site at www.usccg.com or call us at (800) 888-8872 to schedule a free consultation without obligation.



First we make it work. Then we make it last.®



PHLo™ is a trademark of USC Consulting Group, LLC.