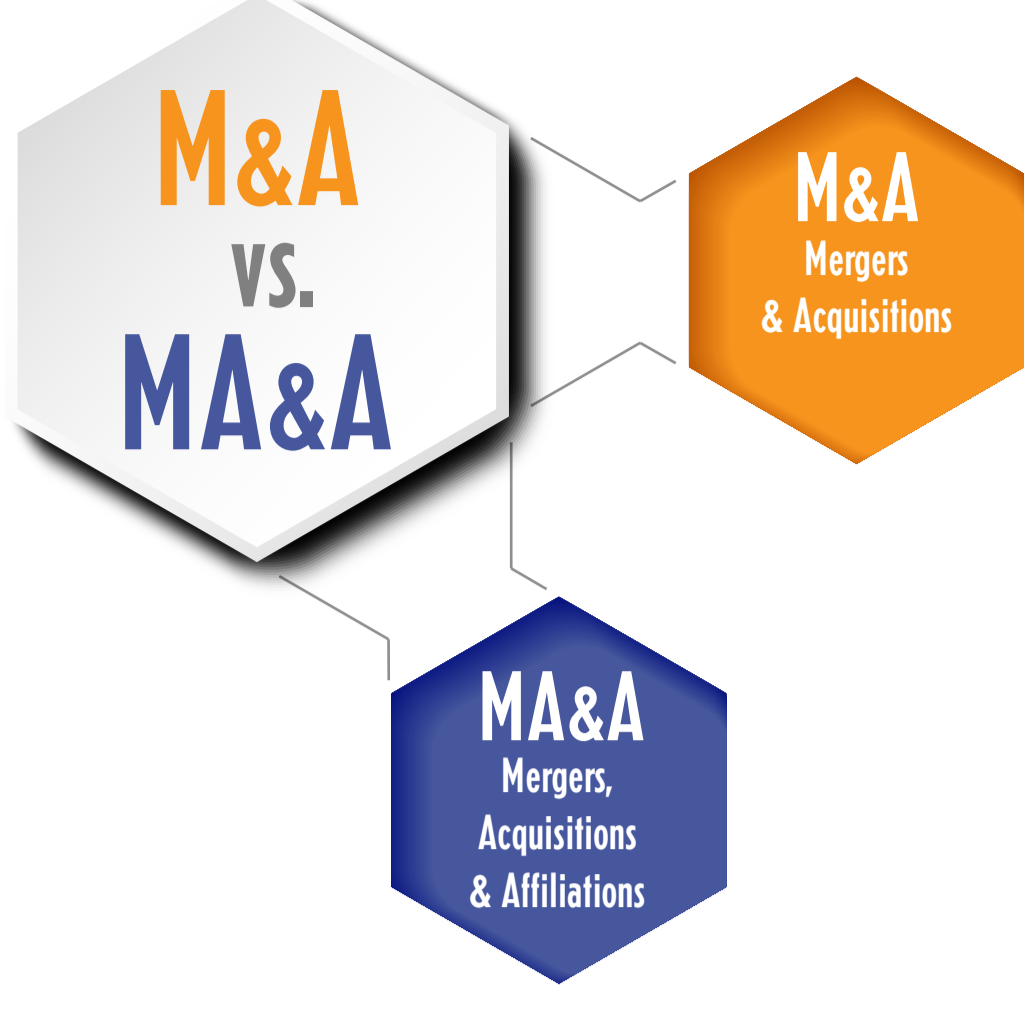
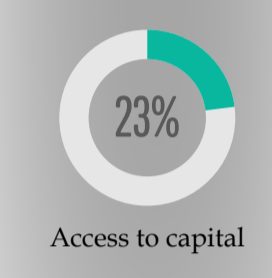
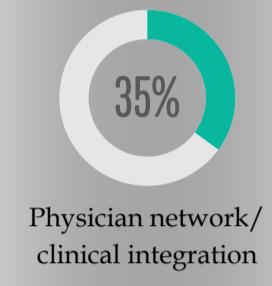
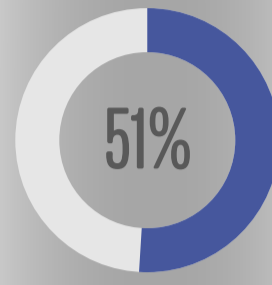
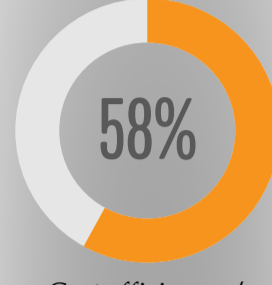


Developing a Formal IT MA&A Playbook

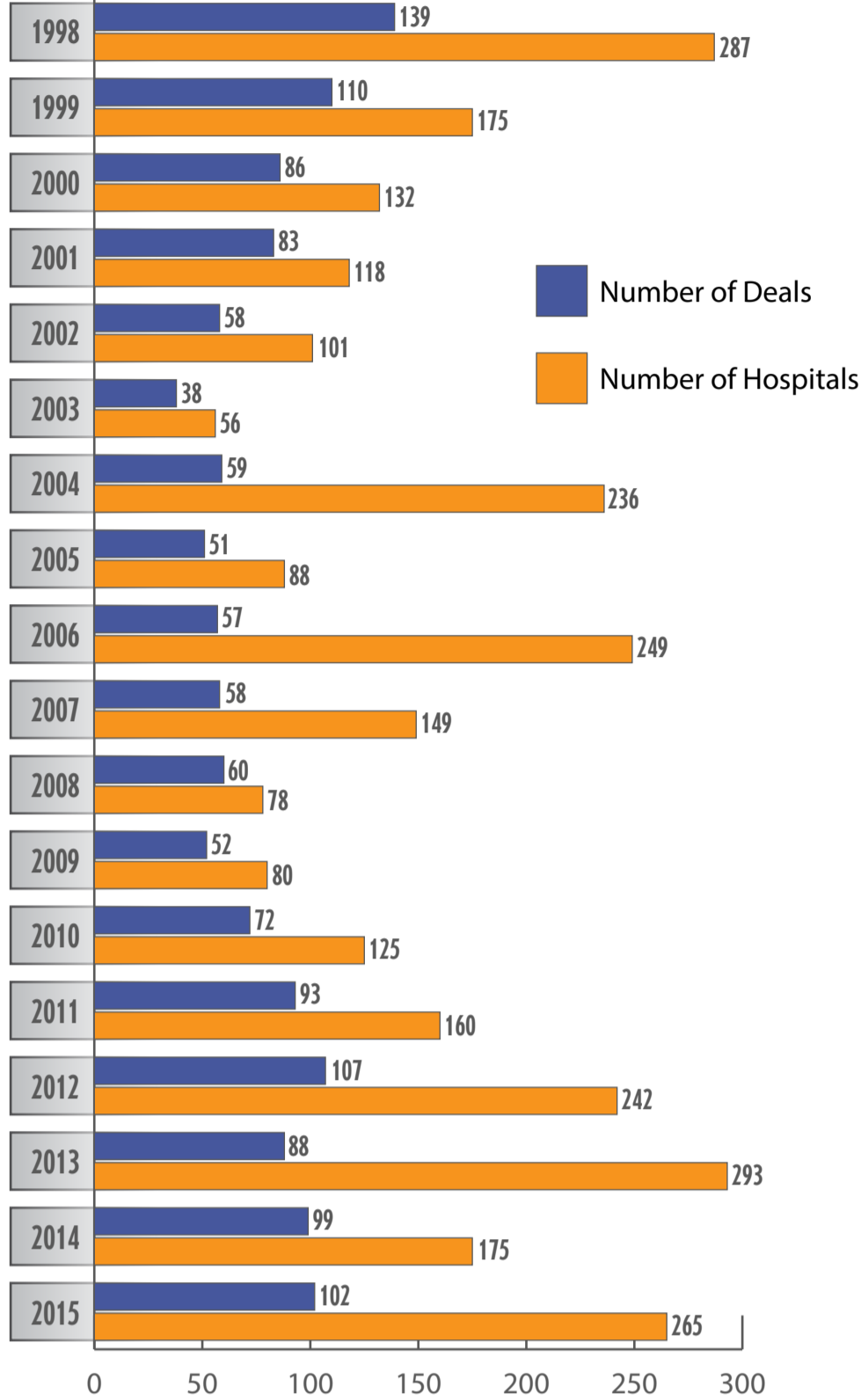
Learn why IT is so important to MA&A activity and how to properly position IT in an organization's MA&A processes



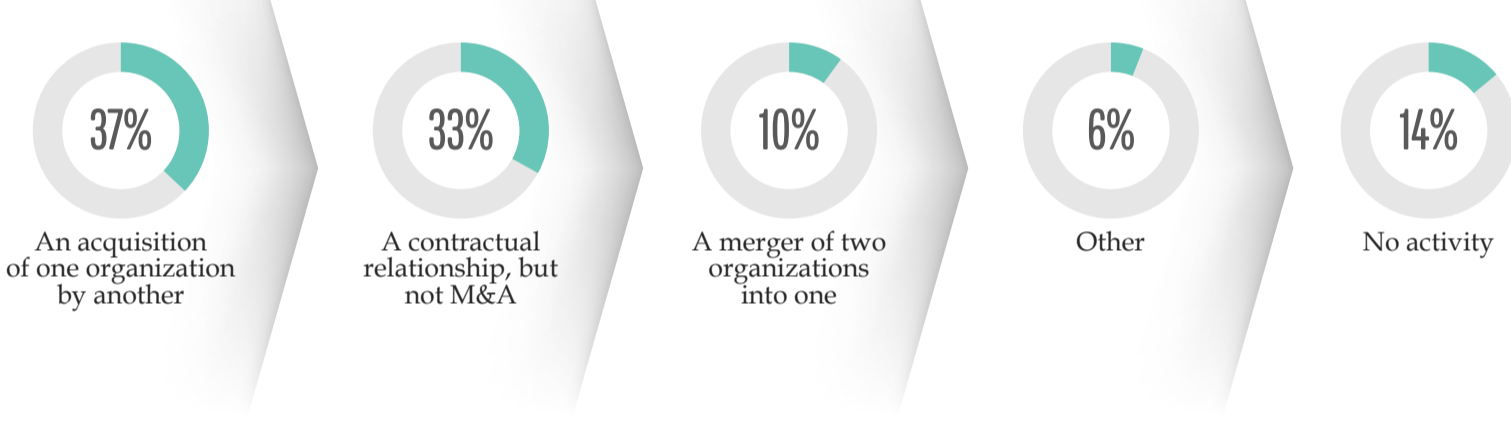
Reasons to Consider New Organizational Arrangements²



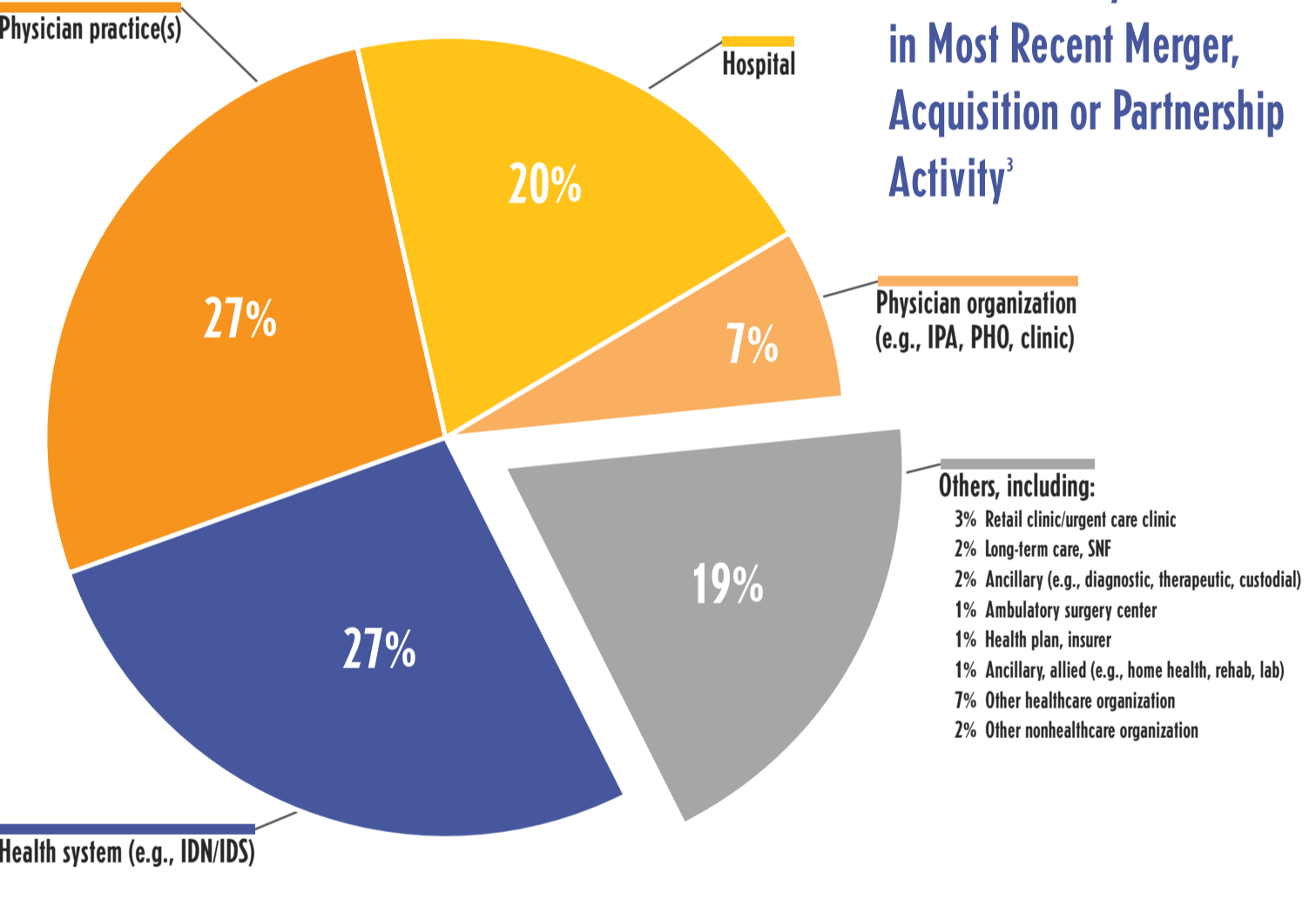
Announced Hospital Mergers and Acquisitions, 1998 - 2015¹



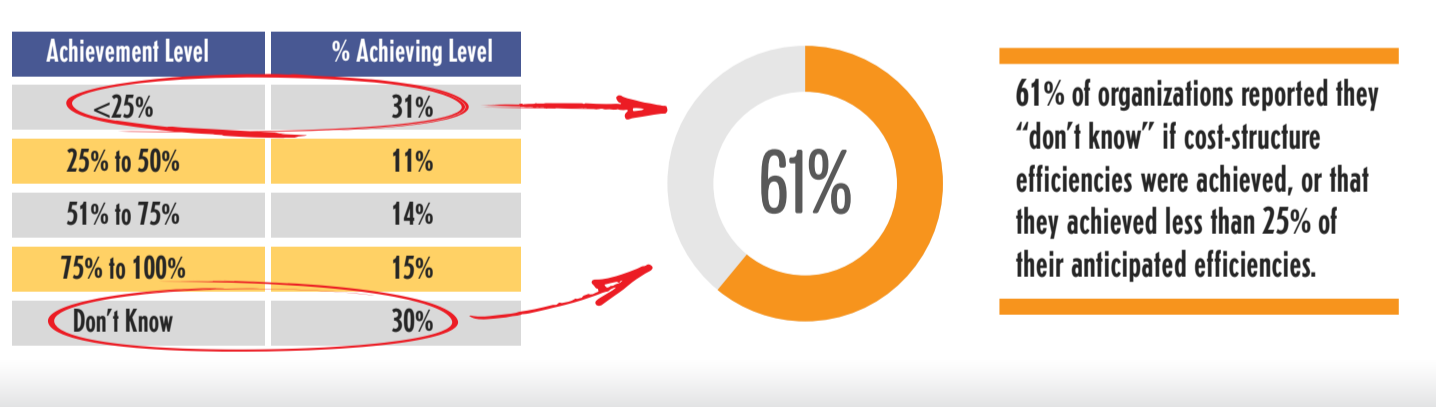
Nature of Most Recent Merger, Acquisition and/or Partnership Activity³



Nature of Entity Involved in Most Recent Merger, Acquisition or Partnership Activity³



Did MA&A Efforts Achieve Cost-Structure Efficiencies?²



A New Approach

Huntzinger's Merger, Acquisition & Affiliation Information Technology Methodology (MAAITM)

Huntzinger's MAAITM approach focuses on the various MA&A business models, each model having its own set of complexities, tentacles, and impact to other models.

Our approach follows four advisory phases to develop the customized MAAITM playbook, with an optional fifth phase, Implementation.



Client Relationship Management



Organization Vision: MAAITM begins with defining the Organization Vision, in which key questions are answered that pertain to organizational strategic objectives for the relationship, that once defined, establishes the direction for IT and the business model that IT is expected to support.

Due Diligence: Documentation is then reviewed and interviews with key stakeholders and subject matter experts are conducted.

MAAITM Playbook: The MAAITM playbook is then produced and customized, containing such key documents as a Cost Model/Total Cost of Ownership (TCO), Technical Impact (infrastructure, interface, software/applications etc.), personnel on-boarding, and a detailed transition plan.

Knowledge Transfer: In this extremely critical phase, and one frequently neglected, there is a transfer of knowledge to the organization(s) on how the MAAITM playbook will be used to perform the integration, a communication process and protocol that will facilitate consistent and ongoing communication to key stakeholders, and how to use the MAAITM playbook to manage future mergers, acquisitions or affiliations.

Implementation: An optional fifth phase is available for Huntzinger to assist the organization(s) in executing in the direction provided in the MAAITM playbook.



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1. Source: <https://www.aha.org/guidesreports/2016-08-31-chartbook-chart-29-announced-hospital-mergers-and-acquisitions-1998-2015>
 2. Source: 2017 Deloitte and HFMA, "Hospital Mergers and Acquisitions"
 3. Health Leaders Media, "The Steady March of Strategic Partnerships", Intelligence Report, April 2017