



Matt Palazola
 Administrative Director
 for Clinical Services,
 White Plains Hospital Center

BUSINESS CASE STUDY

WHITE PLAINS HOSPITAL CENTER, WHITE PLAINS, NY

Matt Palazola is the Administrative Director for Clinical Services at White Plains Hospital Center. He is responsible for laboratory, cardiology and respiratory services for this 292 bed, not-for-profit, hospital. In 2005 they had a small outreach program and an existing web portal that needed to be replaced. He sent out RFPs and requested demos from several vendors of laboratory portals. One of the main selection criteria was the dependability and uptime of the system.

“Created by a lab for a lab”

He chose the CareEvolve system for a number of reasons including, but not limited to, the proven stability of the system. He particularly liked that CareEvolve had originally been created by a large regional reference lab for use with their own clients. Many of the lab’s implementation and support personnel had experience working in laboratories, had managed Outreach programs and understood not only Matt’s needs but also the needs of his Outreach clients. This resulted in a very smooth implementation process.

“We can count on CareEvolve to make... connections happen”

In recent years, especially since passage of the HITECH act in 2009, IT connectivity has been a top priority for our clients. “We can count on CareEvolve to make the EMR and LIS connections happen.” In the larger practices, CareEvolve interfaces with the EMR system so that the lab requests are entered directly in the EMR. Other practices have small laboratories and send us the non-routine tests. In these cases, CareEvolve communicates directly with the practice’s LIS system for both order entry and results reporting.

“Physicians will support the hospital they are affiliated with if other things are equal.”

In 2008, circumstances presented Matt with the “Perfect Storm”, when the largest insurance carrier in his geographical area changed their national preferred lab provider.

- His parent company, Stellaris, already had negotiated a lab service agreement with this large insurance carrier.
- The laboratory had recently completed the implementation of a sample automation system and had the capacity to perform additional testing with the existing lab equipment.
- CareEvolve was being used with their existing outreach customers and could be quickly implemented with new customers.

Matt quickly obtained the hospital administration’s approval to push forward and hire sales, accessioning and client support personnel. They launched a major marketing campaign to capture the business that had been previously sent to the national reference lab. Their Outreach business grew 100% in one year. “We found that Physicians will support the hospital they are affiliated with if other things are equal. ”

“At White Plains the lab is a revenue producing entity”

“In today’s Healthcare economy labs can’t pay the bills with inpatient work. At White Plains the lab is a revenue producing entity. Our outreach program returns \$1.50 for every \$1.00 we invest”, Matt reports. “The success of our Outreach program has given us credibility with hospital administration that allows us to fund new programs.”

OUTREACH CLIENT BASE

- 450 physicians.
- Practices as small as one physician to a mega group practice consisting of 150 MDs.

OUTREACH BILLABLE CHARGES

2006	>\$ 7 mil
2007	>\$ 20 mil
2008	>\$ 40 mil
2009	>\$ 60 mil

OUTREACH (% OF TOTAL VOLUME)

2006	27%
2007	40%
2008	50%
2009	56%