

**News Release: For Immediate Release**

**Date: April 2, 2009**

**ICG Announces New Clinical Optimization Service**

EVANSVILLE, IN – Innovative Consulting Group, LLC (ICG) announces a valuable new service in Clinical Optimization.

ICG announced today a strategic decision to expand its offerings with the addition of a Clinical Optimization Service. The decision will enable ICG to continue to successfully compete in the Healthcare IT consulting marketplace and is an important step in the growth of the company. The company is celebrating its 7<sup>th</sup> anniversary this spring and will focus their resources to provide innovation and leadership in this emerging business segment.

ICG's Clinical Optimization Services will be of tremendous value in helping clients to identify specific process improvement projects and reengineer the process maximizing the use of their technology. Experience has shown that in addition to patient care benefits, significant financial payback can be achieved. Linking the EMR to quality outcomes will become a key focus as the definition of "Meaningful Use" in the American Recovery and Reinvestment Act of 2009 continues to unfold. ICG's expertise will identify key areas for your organization to benefit, both clinically as well as financially, and then support these gains with technology supported best practices. .

Historically, the focus of EMR implementations has been on the installation of technology with an expectation that quality will result from that implementation. Unfortunately, that has not necessarily been the case. It is imperative that HIT professionals continuously evaluate processes and how technology can support and enhance the delivery of care as medical evidence and new quality initiatives arise. The measurement of 'how we are doing' and 'where we want to be' is the new form of Performance Improvement and requires ongoing evaluation, measurement and refinement.

Whether it is to conduct new optimization projects around your specific initiatives, or validate that your current optimization efforts have achieved maximum ROI, ICG has the experienced resources to assist your organization.

ICG was founded in 2002, by CEO, Wayne Kinney. ICG provides healthcare IT consulting services primarily in the Siemens® Medical Systems and applications, McKesson® systems and software applications, Cerner® systems and software applications, Epic® systems and software applications, data center consolidation, system integration and general project management services. Additional information about ICG is available at [www.InnovativeCG.com](http://www.InnovativeCG.com).

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