



## THE AMERICAN HOSPITAL ASSOCIATION ENDORSES CONSULTING SERVICE TO AID HOSPITALS AS THEY NAVIGATE COMPLEXITIES OF HIT

**Chicago, February 8, 2011** – The American Hospital Association (AHA) today announced it has exclusively endorsed [Peer Consulting's](#) IT Strategic Consulting Services. [AHA Solutions, Inc.](#), a subsidiary of AHA, awards the AHA endorsement to products and services that help member hospitals and health care organizations achieve operational excellence. Following an extensive evaluation of service providers, Peer Consulting's IT Strategic Consulting Services were selected for the endorsement.

The American Recovery and Reinvestment Act of 2009 (ARRA) presents significant opportunities for hospitals and health care providers not only with incentive funding for implementation of electronic health records (EHRs), but also to truly achieve dramatic improvements in patient care safety and quality. However, the complexity of implementing EHRs, redesigning clinical operations and realizing sustainable improvements in patient safety, quality and efficiency will require careful alignment of health care IT capabilities with the strategic objectives of an organization. Peer Consulting is uniquely positioned to provide professionals whose strategic consulting expertise blends health information management and ARRA/HITECH knowledge, along with significant experience in health care operations and information technology.

"Hospitals of all sizes are struggling to meet the requirements of meaningful use in the short timeframe specified because of obstacles including limited access to capital, shortage in skilled staff resources, and lack of clarity around the final HITECH requirements," said Anthony Burke, President and CEO of AHA Solutions. "Hospitals are looking to industry experts to help them with the readiness assessment, strategic planning and implementation of EHRs and also the proper guidance to ensure they will meet the requirements for privacy, security and health information exchange. Peer Consulting's IT Strategic Consulting Services offer the health care expertise, breadth of service, and dedication that is essential for today's hospitals. We were impressed with the focus that Peer Consulting's advisory services had on areas like ARRA, Meaningful Use and HIPAA."

Peer Consulting's IT Strategic Consulting Services are delivered by senior operations and technology experts including Revenue Cycle, Patient Access, HIM, Nursing, Pharmacy and Physician resources with extensive administration, management, academic and executive-level consulting credentials.

"We are truly honored to have been selected by AHA Solutions to serve the health care provider market with such a prestigious partner. We are looking forward to playing a key role in the transformation of health care information technology and achieving realistic and effective use of Electronic Health Records across the continuum of care." said Linus Diedling, Vice President of Peer Consulting. "As our clients face increasingly complex challenges in the organizational adoption of Healthcare IT, this endorsement allows us to share critical success factors across our growing client community and the AHA membership."

### **About the AHA**

The [American Hospital Association](http://www.aha.org) is a not-for-profit association of health care provider organizations and individuals committed to the health improvement of their communities. The AHA is the national advocate for its members, which includes nearly 5,000 hospitals and health care systems, networks, and other providers of care, and 37,000 individuals. Founded in 1898, the AHA provides education for health care leaders and is a source of information on health care issues and trends. For more information, visit [www.aha.org](http://www.aha.org).

### **About AHA Solutions**

[AHA Solutions, Inc](http://www.aha-solutions.org) is a resource to hospitals pursuing operational excellence. As an American Hospital Association (AHA) member service, AHA Solutions collaborates with hospital leaders and market consultants to conduct product due diligence and identify solutions to hospital challenges in the areas of finance, human resources, patient flow and technology. AHA Solutions provides related marketplace analytics and education to support product decision-making. As a subsidiary of the AHA, the organization convenes people with like interests for knowledge sharing centered on timely information and research. AHA Solutions is proud to reinvest its profits in the AHA mission: creating healthier communities. For more information, contact AHA Solutions at (800) 242-4677 or visit [www.aha-solutions.org](http://www.aha-solutions.org).

### **About Peer Consulting**

Founded in 2001, [Peer Consulting](http://www.peerconsulting.net) provides healthcare organizations with complementary services in management consulting, systems implementation and integration. The firm's expertise includes enterprise-wide computer systems deployment for hospitals, integrated delivery networks, ambulatory facilities and physician clinics. Other services include Meaningful Use Readiness, Executive Advisory Services, Clinical Systems Adoption, Health Information Exchange Strategy, Implementation Services and Technical Expertise. Headquartered in the greater Seattle area, the firm is distinguished by a multi-disciplinary team of highly experienced, senior consultants strategically based throughout the U.S.

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