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For Immediate Release

SANTA ROSA CONSULTING SELECTED BY ATLANTICARE HEALTH SYSTEM TO STRENGTHEN BUSINESS INTELLIGENCE & ANALYTICS PROGRAM

Franklin, Tennessee December 13, 2016 - Santa Rosa Consulting, Inc. was selected by AtlantiCare, a NJ-based member of Geisinger Health System, to strengthen the benefits and strategic value of the health system's enterprise business intelligence and analytics (BIA) program. AtlantiCare's pursuit of innovative strategic directions is increasing enterprise demands on its BIA program. Major imperatives centering on population health management, value-based payments, operating effectiveness, quality and safety improvement, and more, required a stronger, more robust BIA program to be successful.

"We need to develop this capability as a core competency and strategic differentiator for AtlantiCare to move our organization from *ad hoc* or opportunistic users of traditional analytics to strategic and transformative consumers of data-driven intelligence" explains Christopher A. Scanzera, VP & Chief Information Officer at AtlantiCare. "Our organization looks to BIA to be both a supporter and driver of business and clinical decision-making."

Santa Rosa's proven approach to strengthening a healthcare provider's BIA program starts with a comprehensive assessment of all critical aspects of a rock-solid foundation for lasting success, not only technology. These findings and insights cut through the noisy symptoms of inadequate BIA program performance to directly address the underlying root causes, thereby improving the program for the near and long term. A copy of Santa Rosa's whitepaper with case study describing AtlantiCare's situation and Santa Rosa's approach is available [here](#).

"The reasons so many healthcare providers' BIA programs fail to deliver required benefits are generally more about processes and roles than technology. Improving the positive impacts of a BIA program must start with building a stronger underlying foundation for success," states Bill Leander, Santa Rosa's Chief Strategy Officer. "Without a focus on root causes, organizations tend to play 'whack-a-mole' with the persistent symptoms of an inadequate BIA program foundation, such as persistent user frustration, preponderance of Do-It-Yourself tools, lack of single sources of truth, and recurring calls to 'upgrade' technology. Santa Rosa's approach delves beneath these symptoms to create the sustainable improvements needed to support the organization's strategic priorities."

About Santa Rosa Consulting

Santa Rosa Consulting provides management advisory services and technical consulting expertise across the full range of IT vendor products and systems, delivering solutions specifically designed to address the needs of the healthcare market. Founded in 2008, Santa Rosa Consulting is managed by industry veterans with an average of 20 years of healthcare information technology experience. Santa Rosa is recognized for delivering world class services and solutions; and has received Modern Healthcare's Best Places to Work in Healthcare award five years in a row (2012-2016). For more information, visit the company's [website](#) or call 866.944.4772.

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