Merge

Bridging technology and operational excellence: Introducing Merge Consulting Services

Imaging organizations play a critical role in delivery, where medical imaging technology has become an essential ingredient in assessing, confirming and documenting the course of a wide variety of various medical conditions, and the responses to treatment. In a world where industry pressures can be crushing, such as clinician burnout and skyrocketing demands on healthcare services, new technologies are being introduced at exponential rates. Combined with additional dynamics of mergers, acquisitions, divestitures and the like, it becomes a challenge for healthcare leaders to chart the path forward. The quadruple aim, a popular framework for healthcare leaders, can seem impossibly challenging to achieve: improved patient experience, increased population health, improved provider experience, and reduced costs.

With more than 30 years of experience helping healthcare and imaging organizations to adopt technology to improve clinical workflows, Merge by Merative sees and understands many of these circumstances throughout almost every client engagement. Merge continues to innovate on clients' behalf introducing better workflow tools and technology solutions like Cloud and AI, to give them greater advantage. But healthcare leaders express that the technology alone is not enough; there is opportunity to improve clinical, operational and financial performance by looking beyond the systems to also consider better ways to address people, processes and governance as well.

This is why Merge has introduced a professional consulting division — Merge Consulting Services (MCS) — to guide healthcare organizations through the complexities of technology transformation in a holistic way. By offering advisory services, planning, staffing and execution that are balanced and data-driven, MCS partners with clients to look for various opportunities for improvement and growth, across and beyond the imaging components of a healthcare enterprise.
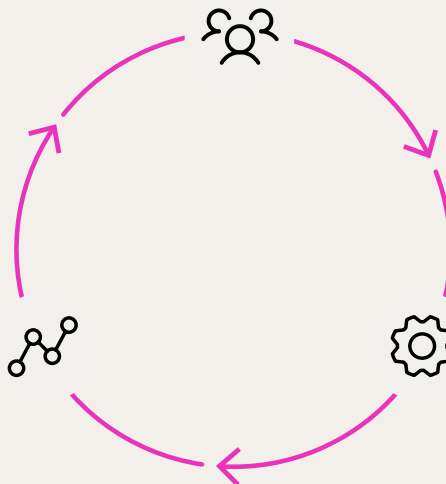
The MCS approach is to partner with clients to deeply understand their vision and current circumstances, and then to provide unbiased, vendor-neutral advice, expertise and methodologies that define the best path forward. MCS offerings are based on diverse industry expertise and decades of experience. The target outcome Is for healthcare leaders to be able to meet today's demands and be prepared for tomorrow's opportunities, always keeping patient care in mind.

People
– Clinician burnout
– 57% CEOs - staff shortages impact strategy
– Patient experience

Governance
– Organizations with strong governance are 25% more likely to achieve goals
– Aligning technology initiatives with business objectives
– Ensure compliance, optimize resources

Processes
– Optimize workflows
– Leverage data and analytics

Systems
– 4 out of 5 execs moved to cloud
– 50% say they're not yet gaining value

Addressing acute needs in today's healthcare environment

Healthcare staffing shortages can impair patient care and hospital operations, driving up churn and burnout for healthcare workers. Since the pandemic, a recent survey of healthcare leaders showed 84% cite staffing as their most important issue. In effort to do more with fewer people by applying technology solutions, 90% of organizations said they have increased their technology investment since the start of the pandemic, and 45% of respondents stated they have increased their budget significantly.

Healthcare organizations are working to overcome chronic staff shortages.

12%

2023 US Imaging departments turnover rate (blended)[1]

124,000

Estimated shortage (upper end of range) of clinicians by 2034[2]

Healthcare leaders are investing (or planning to) in technology transformation projects to help their organizations tackle several challenges. Each of these require expert advice and skilled staff to help ensure successful outcomes.

Cloud infrastructure

75%

of technology decision-makers with buying power said in 2024 that they planned to update cloud infrastructure over the next 12 to 18 months[3]

Modern healthcare applications (including AI-enabled)

36%

ranked modern healthcare applications as their most important technology investment[3]

64%

of healthcare leaders surveyed in 2023 said they are planning for AI projects in the next 1-2 years[4]

Cybersecurity systems

59%

of respondents ranked cybersecurity challenges in their top three organizational challenges[5]

Merge Consulting Services overview:

Merge Consulting Services (MCS) guides healthcare organizations through the complexities of balancing the needs of systems, people, processes and governance to achieve their goals across clinical, operational and financial dimensions. As a transformation partner, MCS provides professional advisory services that are rooted in diverse expertise and decades of experience so that healthcare leaders can meet today's demands and be prepared for tomorrow's opportunities, keeping patient care in mind.

Service offerings include staff augmentation, AI adoption advisory, and workflow optimization.

Staff Augmentation: Flexible workforce options to help you address current needs while continuing your competitive momentum. Read the datasheet for more details.

AI Advisory Services: Accelerate your AI journey and increase your confidence in outcomes with an unbiased approach that helps you chart a path through the many considerations of AI adoption, and helps deliver value across your organization.

Workflow Optimization Services: Design and execute safer and more efficient end-to-end processes, centered around the patient. For example, after a merger, acquisition or divestiture, there are numerous considerations to ensure continuity of care, while optimizing resources.
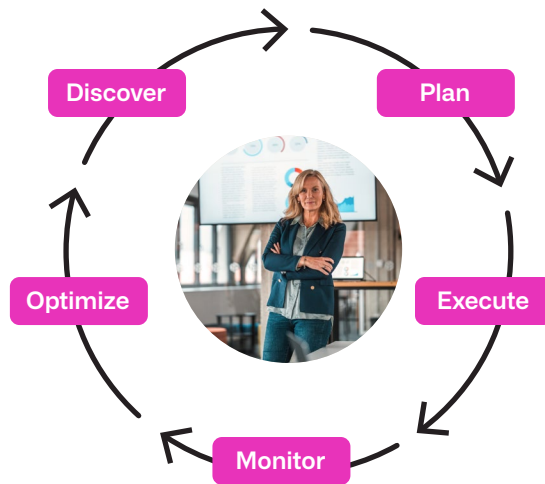
A practical consulting methodology for positive outcomes

Stage 1

– Identify the problems to solve

– Hold stakeholder discussions

– Envision success

Stage 5

– Optimize change management

– Review status, output with stakeholders/executives

Stage 2

– Identify quick wins

– Ideate opportunities

– Plan projects

– Identify risks & opportunities

Stage 3

– Execute projects

– Hold daily scrums

– Review output weekly

– Provide executive status reports weekly

Stage 4

– Monitor enhancements

– Track success against KPIs

– Review all outputs with stakeholder/ executives bi-weekly

Merge Consulting Services methodology

To ensure the best possible talent to become Merge consultants, MCS partners with Medix Technology Solutions – a healthcare technology staffing, advisory and consulting solutions agency. With more than 20 years of success, Medix is an industry-leading, award-winning resource that specializes in hard-to-fill roles sourced from a pool of over 3 million professionals.

Designed with your unique journey in mind, MCS will focus on practical solutions that are specific to your organization. We will leverage the latest technology and expertise to meet your needs, without bias or preference towards vendors. We commit to addressing your needs today and positioning you for the future, while adapting to your organization as it evolves over time.

Getting started

If you are facing any of the following situations, then you may benefit from a complimentary discovery session with MCS.

– Facing staffing needs

– Planning IT projects

– Considering or embarking on an AI strategy

– Establishing AI governance or management system

– Seeking unbiased advice for enterprise-wide projects

– Integrating systems or processes post-merger

– Re-evaluating processes to better support patients

– Examining utilization of resources for improvements

To learn more:

Visit our webpage.
Download the Staff Augmentation data sheet.
Let us know how to contact you.

About Merge

Merge medical imaging solutions, offered by Merative, combine intelligent, scalable imaging workflow tools with deep and broad expertise to help healthcare organizations improve their confidence in patient outcomes and optimize care delivery.

Learn more at merative.com/merge-imaging

About Merative

Merative provides data, analytics, and software for healthcare and government social services. With focused innovation and deep expertise, Merative works with providers, employers, health plans, governments, and life sciences companies to drive real progress. Merative helps clients orient information and insights around the people they serve to improve decision-making and performance.

Learn more at merative.com

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