

HEALTH CARE VISIONS, LTD.

Health Care Visions Celebrates Decade of Cardiovascular Services Consulting

By Vanessa Orr

For many hospitals, the idea of starting an open-heart surgery program or opening a cardiac catheterization lab can be overwhelming. While these facilities will certainly benefit both the hospital and the community it serves, the amount of time and work it will take to make such programs a reality are more than many busy managers can afford.

Health Care Visions, Ltd., a national cardiovascular services consulting firm headquartered in Pittsburgh, PA can help alleviate these concerns. Now in its 10th year of business, the company helps hospitals to establish new cardiovascular programs, as well as assesses ongoing programs and offers ways for hospitals to improve revenue and take advantage of market opportunities.

"Some hospitals want to know if it's feasible to start an open-heart program or to open a cardiac catheterization lab, so we'll perform a market assessment for them," explained Senior Consultant Cynthia Havrilak, RN, MSN. "Others want us to assess their existing program and find areas where they can improve the revenue cycle. If we are assisting them with an implementation project, we can spend up to a year working with them.

"Hospital managers are very busy, and to take on a project like establishing an open-heart program is extremely time-consuming," she continued. "We act as their project coordinator and on-site expert, helping to guide them through what is a very complex process."

Health Care Visions' consultants have very specialized experience in the field, having all served previously as managers in cardiology departments of acute care facilities. "Our consultants are all Master's prepared and have years of clinical experience," said Havrilak. "Clients hire us for our knowledge base when they don't have the on-site resources they need to head up a project of this magnitude."

Havrilak gained her experience early on, training to become a nurse right after high school. "I worked as a staff nurse in trauma, open heart recovery and angio departments at a number of large hospitals in Pittsburgh, including Shadyside Hospital and Mercy

Hospital," she said. Havrilak advanced to managing cardiac units at Canonsburg General Hospital and The Washington Hospital.

"Health care has been a good fit for me because I enjoy people, and find it to be dynamic and challenging," she said. "When I decided that I needed a change from the hospital setting, I chose consulting, because it enables me to apply my education and many years of experience in the cardiovascular area."

In her job at Health Care Visions, Ltd., Havrilak spends a lot of time traveling across the nation serving different hospitals. "I've been very fortunate to get to meet so many talented individuals and learn from them," she said. "It is very rewarding to be able to make a valuable contribution to their organizations."

Though the majority of the company's business is in the eastern portion of the nation, Health Care Visions, Ltd. has also worked with clients in Oregon, Michigan, Mississippi, Texas, South Dakota and Kentucky. "Probably the most challenging part of this job, other than dealing with security at airports, is understanding each state's regulations," said Havrilak. "Each state can have its own unique regulations, which means there are always new rules to learn."

In addition to studying the feasibility of establishing cardiovascular programs, Health Care Visions, Ltd. also provides training to hospital staff before the new programs get started. "We guide the whole project, and that means working with marketing to physician liaisons, and educating staff on the open-heart surgery program and cardiac catheterization lab while addressing the financial aspects of the program—even what supplies to order," said Havrilak.

Though there are other companies offering similar services, Havrilak says that hospitals have chosen their smaller, 'boutique' company because of the emphasis they place on relationships. "We've been in business 10 years, and we have a lot of repeat customers," she said. "I believe that the long-term relationships we establish with our customers are one of our strongest selling points."

"I think that one of the best parts about my job is that I get to work with great people, not only in our company, but in hospitals across the nation," said Havrilak. "It's wonderful to know that I am able to help hospitals bring the services they need to their communities so that they can better care for their patients."



Cynthia Havrilak
Senior Consultant
Health Care Visions Ltd

Education: MSN in Nursing Administration, from Wheeling Jesuit University

How has practice of healthcare changed in your career? It involves much more technology.

Proudest accomplishment: When one of our hospitals performs its first cases successfully.

Most valuable lesson you have learned in your career: There is more than one method to getting a job done, so keep an open mind.

What skills do you need to succeed in your job? Effective communication skills with an advanced understanding of cardiology practices.

Your philosophy of success: Learning is continuous and to treat others professionally and with kindness.

Advice to others considering a career in healthcare? You will always be provided with opportunities for learning and change.

Community involvement: Church and children's sporting activities.

HEALTH CARE VISIONS LTD.
(412) 364-3770
WWW.HCVCONSULT.COM