

CEOCFO Magazine - The Most Powerful Name In Corporate News and Information

A Management Consulting Firm, Divurgent Strives to Provide Innovative Healthcare Solutions and Improve Operational Effectiveness, Financial Performance and Patient Care for Clients through Powerful Partnerships and an Experienced Consulting Team

**Healthcare
Client Focused Solutions**

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**Colin Kenschak
Managing Partner**

BIO: Colin Kenschak, RPh, MBA, FACHE, FHIMSS is an author, speaker, and a founding partner and CEO of Divurgent LLC., a healthcare management consulting firm. During his twenty years in the healthcare sector, Colin has focused on helping healthcare providers understand the shifting healthcare/ technology marketplace and plan their organizational and technology direction accordingly. Mr. Kenschak is a pioneer in the Accountable Care Organization efforts and has a keen understanding of today's healthcare marketplace including; healthcare operations, strategic planning, and health information technology. He is a credible subject matter

expert and speaker who is skilled in explaining the complexities of today's healthcare marketplace ranging from Accountable Care Organizations, pharmaceutical issues, to the provider and payer markets, and supporting information technologies.

Prior to joining Divurgent, Mr. Kenschak worked in a variety of management roles for companies including Merck, Johnson and Johnson and IBM. He is a registered Pharmacist with experience in Clinical Practice, possesses an MBA in health services administration and is a six sigma black belt. Colin is active in professional organizations, serving as the Past President and Programs Chair of the Virginia HIMSS Chapter and is a Fellow in the Healthcare Information Management and Systems Society (HIMSS) and the American College of Healthcare Executives (ACHE).

About Divurgent:

Divurgent is not the typical healthcare consulting firm. As a nationally recognized company, we strive to be different, to think outside of the box for innovative healthcare solutions. Our goal is simple. To transform healthcare to our clients and the communities they serve.

Focused on the business of hospitals, health systems and affiliated providers, Divurgent believes successful outcomes are derived from powerful partnerships. Recognizing the unique culture that every organization offers, we leverage the depth of our experienced consulting team to create customized solutions that best meet our client's goals. Utilizing best practices

and methodologies we help improve our client's operational effectiveness, financial performance and quality of patient care.

Voted a Top 100 Company to Work For by Modern Healthcare, Divurgent is committed to creating a partnership relationship not only with our team members, but with our clients, and in doing so we are 100% "referenceable," ensuring the highest levels of project quality and success. Building upon a "partnership" model, Divurgent offers services to clients that are tailored to each organization, vendor-neutral, and focused on immediate and quantifiable results.

**Interview conducted by:
Bud Wayne, Editorial Executive
CEOCFO Magazine**

CEOCFO: Mr. Kenschak, would you tell us about Divurgent and the vision for the company?

Mr. Kenschak: Divurgent is a pure-play management consulting firm focused entirely on the healthcare provider market. We are segmented into four core practice areas. Our newest practice is Activation Management where we help clients take new technology "live" at the point-of-care and ensure a smooth and successful go-live. Divurgent's Advisory Services Practice is consulting in the most traditional sense, we solve any type of business problem that healthcare providers might have. We have a wealth of experienced healthcare professionals in our arsenal who are ready and eager to share their knowledge. Another Practice is Revenue Cycle Management where we focus on the reve-

nue cycle side of the provider's house, optimizing dollars for the organization, and processes for the financial side. Divurgent's Clinical Transformation Practice focuses on the needs of the clinical side of the house, doing more than just implementing new systems, but optimizing them for the staff to help providers get everything they can from a new system. Our methods are proven, our team is strong, and our passion enables us to transform healthcare.

CEO CFO: Which area is your biggest focus?

Mr. Korschak: Our biggest focus right now is in clinical transformation, followed by advisory services and revenue cycle management. As you know, the healthcare industry is constantly changing, so our focus adjusts with the demands/needs of our clients.

CEO CFO: Would you give us an idea of the type of clients you work for and some of the projects you have taken on?

Mr. Korschak: A few of the clients that are probably indicative of the services we offer are Sentara Healthcare, Ochsner Health System and North Shore Long Island Jewish Health System. At Sentara, we have completed a variety of projects most recently leading their ambulatory physician practice implementation of electronic medical records (EMR). Our most recent project with Ochsner Health System was leading their benefits realization project to help identify what the ROI was from their latest implementation of an EMR. The project with North Shore Long Island Jewish Health System, is set to begin this summer. During our two year contract, we will provide implementation services and training for their revenue cycle solution to about 500 physician practices across Long Island—our team here is really looking forward to starting that project.

CEO CFO: As a consulting firm, what is your asset which you bring to the table?

Mr. Korschak: Divurgent is rooted in consulting, but our capabilities extend far past the traditional "consultant"

role, we go further to provide *services*, so our consultants, in addition to our innovative services, are our biggest assets. We have gathered an exceptional team of experienced, innovative and passionate healthcare professionals that have dedicated their lives to driving healthcare innovation by thinking outside the box; letting ambition create change. We are not just "consultants," who come in and tell you what to do; we care, we listen, we educate and learn with our clients – creating a relationship built on trust and mutual goals.

CEO CFO: Why should they have confidence in your particular consultant?

Mr. Korschak: Unlike most healthcare management consulting firms, we encompass a full-time employee model and all of our consultants are valued key members of the company, our consultants are not "contracted" workers, they are full time team mem-

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bers. Nearly all of our consultants have 10 to 25 years of experience, have worked on the provider side, and have now leveraged that experience into their consultant services. In a nutshell, it is the collective experience of our consultants that differentiates Divurgent.

CEO CFO: You are U.S. based. Do you focus on any particular area?

Mr. Korschak: Divurgent has seen great growth and national recognition over the past couple of years. We currently have corporate offices in Virginia Beach, VA, Dallas, TX and San Francisco, CA. As for our physical presence, our consulting team is based virtually across the country and currently we have active engagements in 25 states.

CEO CFO: How do you reach your customers?

Mr. Korschak: Predominantly it is

through our dedicated business development team. We have five geographical territories throughout the US, each led by a business development leader. Our active marketing and advertising campaigns have increased our brand recognition. But it is the strong partnerships that we develop with our clients that have driven our customer base – word of mouth has been the driving force in reaching new clientele.

CEO CFO: Why should people choose Divurgent as opposed to others?

Mr. Korschak: I think we really strive to deliver success—we do more than just "complete a project," we work to really bring value to our clients. We have an amazing track-record and our projects are 100% "referenceable." The confidence of our past clients gives prospective clients the assurance and security that Divurgent does not only deliver, but delivers in a way that fits our client's needs. Adopting a culture and putting in the extra effort are the things that make our company stand out.

CEO CFO: How are you going to grow the business?

Mr. Korschak: Much of our growth comes from providing additional services to existing clients—we have four different consulting practices, each of which having endless possibilities. Our anticipated growth will come from the shift in implementing new technologies, to taking advantage of those new technologies. "Big data" is the future of healthcare, and we are gearing up for the wave in healthcare that it is creating. Divurgent can help existing and potential clients leverage all the data they are getting now to really analyze and improve processes and ultimately improve patient care.

CEO CFO: Does Divurgent have the funding needed to move ahead?

Mr. Korschak: Absolutely! Since our inception, we have been able to grow organically. In today's economy, we are proud to say we are 100% debt-free and operations have provided all of the needed cash flow for our growth.

CEO CFO: Why should the business and investment community pay attention to Divurgent?

Mr. Korschak: The US healthcare system is going through the largest transformation in its history; providers will need a resource who can provide them guidance as to what this transformation means and how to embrace

it in a cost effective manner. Providers and their facilities need to be positioned to take advantage of this new world of technological innovations and big data; they cannot afford to be left behind and Divurgent will be there every step of the way.

CEO CFO: You hit it on the head! We

have a changing atmosphere in the healthcare industry, so there is an urgent need for companies like Divurgent.

Mr. Korschak: I could not agree more!



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