

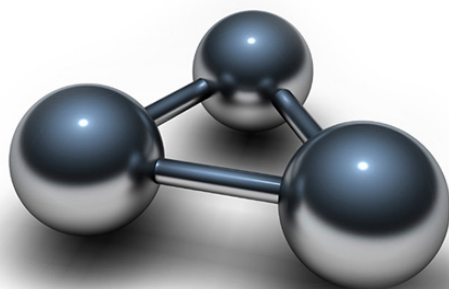
The Most  
Transformative  
Brochure you will  
*ever* pick up . . .



Balancing  
**Purpose**  
& Profit

**Perhaps** no other organization has *meticulously* considered and *cared enough* about the Hospice experience to breakdown and systematize everything from phone interactions to clinical visits to revolutionary bereavement to the economic welfare of the Hospice mission. After working with over 1,000 Hospices, MVI starts with Benchmarking to gain professional perspective and guides an organization all the way through the Model with its establishment of 1) Clear, 2) Impressive and 3) Sustainable Standards. Then via extraordinary **People Development Methods**, a Hospice with near-flawless quality is created, where it can go days, sometimes weeks or “thousands of visits” between complaints, service failures or documentation errors accompanied by economic results that are often 200% greater than the norm. This is the reality in the Hospice world **IF** the practices of the 90<sup>th</sup> are adopted. In a healthcare world that is falling apart, there is something that actually works!

This can and should be **every** Hospice!



# Simplicity

The Model simplifies work on all levels as the practices of the 90<sup>th</sup> percentile tend to decomplicate. Quality is increased by bringing FOCUS to only **3** areas of service:



Perfect Phones



Perfect Visits



Revolutionary Bereavement

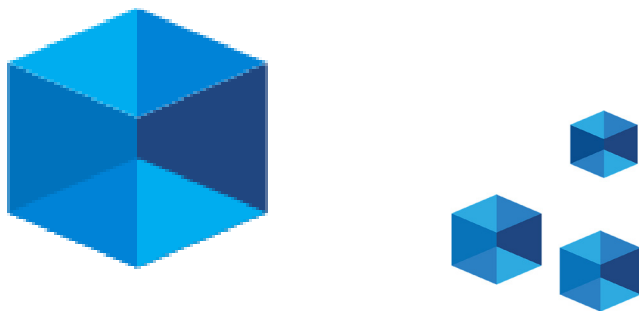
The fantastic economic results come from increases in quality and not the opposite.

**Perfect = To the Standards  
of the Organization**

What works? What doesn't? It is that simple...

How do you train 1 or 60,000 employees?  
How do you manage 1 site or 102 on a national scale? How do you pay extraordinarily well and still have financials that are 200% better than the norm? How do you go days, sometimes weeks or “thousands of visits” without a single complaint, service failure or documentation error? This is not hype... But it does take **humility** to do what the minority of Hospices do...

This is what MVI brings...



# Steps to Implement the Model

## 1) MVI Financials

 Make it EASY for Managers to FOCUS and precisely direct Energy<sup>1</sup> & Resources<sup>2</sup>

## 2) Benchmark

 To Develop Professional Management Perspective

## 3) Create Your Model/Standards

 Clear, Impressive & Sustainable

## 4) Focus on Perfect Phones, Perfect Visits & Revolutionary Bereavement

## 5) SuperPay!

 Align Compensation System (Auto-Accountability) with Model/Standards

## 6) Evolve a World-Class People Development System

## 7) Create a Life-Changing Experience & Volunteer Focus

The practices of the 90<sup>th</sup> percentile statistically tend to simplify on all levels. It takes little talent to complicate things.

This brings great

**relief**

to all (Clinicians, Indirect Staff & Managers) as work becomes radically EASIER and quality is increased by creating FOCUS.

# \$675

## per month

This includes preparation of a Hospice Medicare Cost Report using *System 51* as well as our Financials, Benchmarking and other systems. All of our systems integrate seamlessly together to eliminate needless work.

MVI has not increased the rate of any client for Network or Benchmarking services in **20 years**. Whatever rate was set when they signed up is still the same rate they are paying now.

We keep our prices low by applying the same practices we recommend to our clients. It would also lack integrity not to use the practices we espouse.

*We do not hide behind long-term contracts as that signals a lack of confidence in products or services. Clients may cancel at any time and for any reason. The relationship must be earned every day by providing VALUE. Most Hospices have been with MVI for decades... and we do not take this for granted.*

***There is No Risk in trying MVI!***

# MVI CLIENT

## BENCHMARKING

The Benchmarking System makes it possible for any Hospice to have precise *monthly* financial and quality data for the development of True Professional Hospice Managers. It is impossible to be a true professional in any field without such professional perspective of the *norms of quality & cost*. And its automated! That's right! There is no additional data-entry if using MVI practices! 989 data-elements with 922 cross-calculations are captured in the system. The Benchmarking System includes:



### UNLIMITED SUPPORT

We teach you how to use the system and provide unlimited technical support. Within 3 rings of the phone, you will be speaking to a live person who can assist you.



### THE MANAGEMENT APPLICATION (MA)

Regardless of the brand of the accounting system or its configuration, the Management Application extracts and groups your data into standardized and meaningful reports based on time-proven management Best Known Practices.



### ALERTS UTILITY

With the simple click of a button, the information is automatically transmitted and evaluated by the Alerts Utility. Data points plus additional cross-analysis indicators are evaluated. The organization is notified of amounts or results that are considerably higher or lower than the typical Hospice.



### THE BENCHMARKING APPLICATION (BA)

With the Benchmarking Application, a Hospice can perform an unlimited number of queries. Each query is saved for further analysis. A Hospice can specify the state, region, service area type, ADC size, composition or other comparison criteria for Hospice, IPU's, Home Health, Palliative Care and Private Duty. You can even query by vendor! Within 20 seconds your results are displayed!



### REAL-VIEWS

A complete library of training and how-to videos is available on our website so you can get help and training when and where you need it. Real-Views are linked from within the System so you can quickly and easily find the Real-View topic you need.



### MODEL DECISION DASHBOARD (Optional add-on to the Benchmarking System)

The Decision Dashboard equips Hospice Managers with instantaneous "What-If" analysis capabilities and presents immediate results in a visually stunning format. (\$200/month for Benchmarking Clients)



# UNLIMITED SUPPORT

. . . WITHIN 3 RINGS OF THE PHONE . . .

## NETWORK

The MVI Network connects you with “Best Known Practices.” Benchmarking provides “indications” of best practice. Network gives you access to the quantified methods of the 90<sup>th</sup> percentile statistically. Access and utilization of such knowledge can transform an organization and is worth *millions* in value creation, let alone increasing quality to “mind-blowing” levels. This includes MVI financials, IPU Management Systems, Clinical Visit Structures, People Development Methods, Tools, Resources and Manager Development Modules that SIMPLIFY the management of a Hospice, Homecare organization or Health System. Here is what you get when you join the MVI Network:



### **BEST KNOWN PRACTICES**

The practices of the 90<sup>th</sup> percentile are available exclusively to MVI Network clients. These practices and insights have been consolidated from the top performing Hospices we have encountered and are backed up by Benchmarking data.



### **MVI FINANCIALS**

These reports “snap on” to your accounting system and organize it to Best Known Practice to create tremendous FOCUS for Managers. These reports integrate both financials and operational statistics. They integrate with MVI Benchmarking and *System51*, MVI’s Medicare Cost Report preparation system.



### **E-NORMOUS LIBRARY**

This is where you will find the resources that will help you fine-tune your Hospice business including MVI Audios, Tools, Model Workbooks, Visit Videos, Real-Views and more. You can search topically or choose one of the categories and browse this arsenal of value.



### **SELF-LEARNING MODULES**

These modules enable a Hospice to incorporate MVI audio/visual presentations to augment individual and group instruction. The focus of the Self-Learning Modules is on Hospice MANAGEMENT and Clinicians! Hospices need to be developing top rung Managers at every level of the organization in order to become World-Class.



### **MEDICARE COST REPORT PREPARATION**

We complete your Medicare Cost Report with the utmost ease and accuracy using *System 51*<sup>TM</sup> and The Allocator<sup>TM</sup>. MVI completed the very first Medicare Hospice Cost Report, and has completed thousands since. Leave the drudgery to us!



### **THE MANAGEMENT APPLICATION**

All Network clients receive the Management Application which is also linked to our cost report process as well as Benchmarking and MVI Financials. The Management Application is a comprehensive analysis tool that works with any accounting system and F9 to give a true, timely, multi-dimensional view of a Hospice’s operations.

Create Your Own

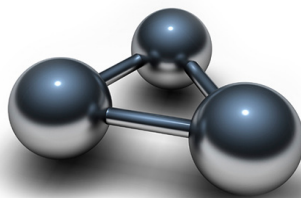
# THE MODEL

Proprietary Operational Platform

The Model™ is the creation of a high-quality, predictable experience for every patient, every time that is financially balanced. The Model is a modern approach to management which helps Hospices bring *meticulous intention* to virtually every aspect of the care experience including phone interactions, visit structures, team design and bereavement as well as to indirect areas that support the frontlines of care.

The heart of the Model is **People Development** as it is impossible to be an extraordinary organization without developing extraordinary people leveraged by extraordinary tools. The innovations contained in the Model have helped create some of the most successful Hospice platforms in the history of the movement resulting in some of the highest valuations based on top-tier quality scores combined with phenomenal economic performance.

MVI provides the training, conceptual framework and many of the supporting systems needed to create and sustain The Model™ at your Hospice. This is “the formula or recipe” we recommend based on years of experience assisting, observing and measuring Hospices.



# TOUGH TRAINING

The Toughest Programs teaching the Business of Hospice

There are no “redos” in Hospice. The services our Hospices provide must be near-perfect. Therefore, we take training seriously and make no apologies for our Tough Training programs and testing processes. We offer a variety of programs for Hospices at-large as well as for individual Hospice providers. These include:

- The Proprietary Model™ Workshop
- The Extraordinary Clinical Manager Program
- The CFO Program
- People Development & The Model™
- Inpatient Units & The Model™
- Compensation & The Model™
- The CEO Program
- Board of Directors: The Hospice of Tomorrow Program

Every action, good or bad, within an organization is due to its people. That’s why People Development merits the highest consideration. MVI breaks it down into 4 processes:

- People Attraction
- People Selection
- People Development
- People Retention

It does an organization little good to train and then lose talented people. This is one of the biggest destroyers of value. A Hospice must have turnover at 10% or less to have ANY real claim to quality.

*MVI is accredited by the American Nursing Credentialing Center for Nursing CEUs and by NASBA for CPE hours.*





In 1997, we began a search for a high performance accounting system for Hospices that worked with F9. The system needed to be affordable and allow flexible reporting to provide the information required now and in the future. CYMA emerged as our choice and is now one of the most commonly used accounting systems in the Hospice world. Here's why:

- CYMA has one of the most powerful & flexible GLs in the business!
- Extraordinary Customer Service - When you call MVI, within 3 rings of the phone you will be speaking with a live person who can answer your questions.
- CYMA and F9 Real-Views™ - A complete library of training and how-to videos is available on our website.
- F9 Financial Reporting - With F9, financial reporting, access to financial data and modeling will never be the same! You will move from "stone & chisel" accounting to "state-of-the-art."

**F9 is the most powerful  
financial report writer  
in the world.**

*And it's simply an add-in to Excel.*

# Magic!

## *Magic is Magic!!!*

MVI has no other more transformative service than Magic! as an organization can change its culture and results in, not years, but rather, weeks or months...even mega organizations! It is a Model implementation with MVI assisting the People Development area which impacts the entire organization. Powerful structures of the 90<sup>th</sup> percentile are implemented in a natural order that simplifies all work and management creating a “system of mutual reliance.” There are certain prerequisites which must be committed to, but the results have taken Hospices from breakeven to 14%+ surpluses and 30%+ increases in ADC in 6 months based on increases in QUALITY!

*It is truly transformative!*

# SuperPay!

Why not pay your employees extraordinarily well? You can totally do it! This compensation approach also allows a Hospice, Homecare or entire Health System to remove from the Manager:

1. The need to monitor productivity.
2. The need to monitor documentation.
3. The need to do annual reviews...as employees know every day whether or not they are doing their job to Standard.

The “system” does the heavy lifting...freeing the Manager to do the *1st Duty* of a Manager, which is to teach and coach the people they lead...

## The Truth about Quality...

An organization can have no more or less *quality* than the *quality* of its People Development System.

This pragmatic view of MVI is based on the realities of human behavior. We are human beings serving other humans through human organizations. So understanding human is the basis of the practices we recommend...

**We believe people are fundamentally good...**  
and that they want to do a good job. However, they are failed by the structures and processes of the organization. They, in turn, become disappointed... disappointed in the organization and disappointed in themselves as well. But it is not their fault! It is the “system” which failed them! So fix the “system” by giving employees structures and processes that enable them, not only to do a good job, but to be

# **EXTRAORDINARY!**

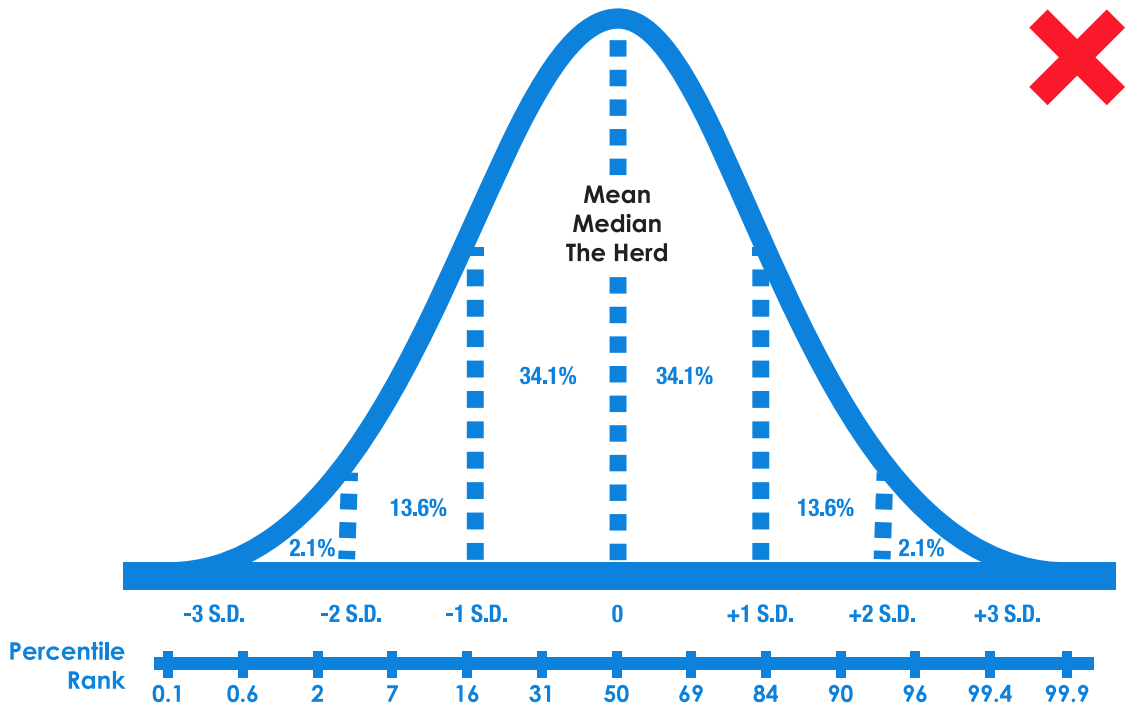
## **MVI Policy**

MVI does not pressure, manipulate or coerce clients or prospects to do any of the practices of the 90<sup>th</sup> percentile. The imaginary “clock” is not ticking... The adoption of such practices comes from each entity’s  
1) Intelligence, 2) Integrity and 3) Humility...

You have time... Make decisions that are comfortable for you. All fair and based on value.  
MVI is NOT for everyone... However, if you seek true professional advancement and have the Humility to avail yourself to a peer group with higher standards, then MVI is a perfect partner...and we pledge to give you our best...

~ *Andrew Reed, System Analyst, CPA*  
*CEO & Chief Teaching Officer*

# Become an Outlier!!!



Choose where you want to be  
on the Bell-Curve! Whoa!



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