



Plan dynamically. Perform optimally.™



**MARGARET MARY
COMMUNITY HOSPITAL**

SNAPSHOT

Company:

Margaret Mary Community Hospital, a not-for-profit 34-bed critical access hospital in Batesville, IN.

Challenge:

Create a 10-year financial projection to be used for strategic planning – in just two weeks. The CFO found a powerful, flexible solution in **Whitebirch Planning** – but had no time to learn the software.

Solution:

Tap outsourced professional services from **Whitebirch Software's Extended Business Services**.

Results:

Using hospital data in standard Excel spreadsheets, the Whitebirch team leveraged the software's integration tools to build a projection-ready model in just six hours. The CFO was able to present a solid 10-year financial projection and test multiple scenarios for his management team.

Community Hospital Finds Rapid Cure for Long-Range Financial Modeling Solution

Whitebirch's Extended Business Services Team Builds 10-Year, Projection-Ready Financial Model, Using Hospital Data – in Just 6 Hours

The Company

Margaret Mary Community Hospital in Batesville, IN, is a not-for-profit critical access hospital providing inpatient and outpatient services. The \$75 million organization maintains 34 long-term nursing care beds and provides a broad scope of services including 24-hour emergency, family-centered maternity, outpatient rehabilitation, home health, hospice and oncology. With about 520 team members, the medical staff includes 36 full-time active physicians and more than 20 visiting/courtesy physicians.

The Challenge

Brian Daeger, CFO of MMCH, needed to create 10-year financial projections to be used as a basis for long-term strategic planning. The results would be used to make critical business decisions concerning a possible expansion of the hospital's current campus or potentially moving to a different campus.

The accuracy of these projections would be essential to ensure the hospital's continuing ability to provide the highest quality of patient care. However, with only a small accounting staff, including an accounting manager and a few clerks, Daeger faced a monumental task, and it would rest on his shoulders personally. Daeger had never projected that far into the future before, and he needed a financial model that was flexible enough to test multiple scenarios, such as changes in the local population. While proficient in Excel, Daeger needed a more robust planning tool.

With only a few weeks to go before a strategic planning retreat, Daeger needed a solution quickly.

The Solution

Daeger searched the Internet for a powerful, reliable and flexible financial planning tool. He discovered **Whitebirch Planning**, a best-in-class financial modeling

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“They were very fast. The total time between my first contact with Whitebirch and achieving the desired result was just two weeks. I can’t say enough good things about Kel Hoffman and his team at Whitebirch,” Daeger recalled. “It was an unusually high level of support. Kel was very knowledgeable and really understood my planning needs.”

solution, developed by Whitebirch Software of Salem, Mass. Available either on-demand or on-premises, the software creates financial models and plans in less time, and with greater accuracy, than is possible with traditional spreadsheet technology.

While impressed with the software’s ease of use and the collaborative possibilities of a Web-based solution, Daeger didn’t have any time to invest in becoming proficient in the software. Fortunately, Whitebirch offered Extended Business Services, an outsourced budgeting and financial modeling service.

Daeger and other hospital team members devoted a week to gathering historical accounting data using industry-standard Excel spreadsheets and forwarded the files to Whitebirch. The Whitebirch team first set up the organizational structure for the model and imported MMCH data into **Whitebirch Planning** using its integration tools. Within just six hours, Whitebirch created a projection-ready model using the hospital’s actual historical data. Based on the hospital’s requirements, Whitebirch populated the 10-year plan with numerous scenarios so they could see the resulting financial impacts on revenue and expense growth over different time frames.

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ABOUT WHITEBIRCH

Whitebirch Planning, the company’s flagship product, delivers the most comprehensive and flexible budgeting, forecasting, and planning system for small and mid-sized businesses and accounting and professional service firms. Available either on-demand or on-premises, the solution provides robust, fully integrated financial models, in less time, with greater accuracy than was ever possible with older spreadsheet technology.

For more information, please visit www.whitebirchsoftware.com, or contact: John O’Neil / 978.745.0863 joneil@whitebirchsoftware.com

Results

With the help of Whitebirch Extended Business Services, CFO Daeger had everything he needed for the hospital’s strategic planning retreat, where he could present a sophisticated 10-year forecast and easily test a variety of future scenarios with his management team.

“If you need a flexible financial planning product, Whitebirch has a terrific solution and they will help you learn it. But if you just need expert assistance to get over a hump fast, their Extended Business Services team is a great service,” Daeger commented. ■