



## MEDIA ALERT

### Avantas to Discuss Best Practices for Optimizing Enterprise Class Labor Management at AHIMA 2013 Convention

**WHAT:** [Avantas](#), a leading provider of strategic labor management technology, services and strategies for the healthcare industry, today announced that, Jackie Larson, senior vice president, and Jenny Korth, senior consultant, will be presenting at the American Health Information Management Association ([AHIMA](#)) 2013 Convention. The presentation titled, "[Enterprise Class Labor Management: Taking Your Organization to the Next Level](#)," will share several workforce optimization case studies and provide practical steps for organizations to achieve and sustain positive clinical operational and financial outcomes from an optimized labor management strategy.

The [85th AHIMA Convention and Exhibit](#) will draw health information management (HIM) thought leaders and healthcare executives from all areas of health informatics and information management for a weeklong focus on HIM's global transformation. This one-stop meeting provides comprehensive updates, education, and information on current and emerging HIM issues and challenges and promises to be one of the most educationally stimulating and exciting conferences held during 2013.

**WHO:** As senior vice president for Avantas, **Jackie Larson** has been the driving force in building out the Avantas client services and consultation teams into a world-class organization providing guidance and support to customers on a wide range of issues including workforce optimization, productivity, labor pool and incentives, system integration, resource management and business analytics. A healthcare industry veteran, with more than ten years of experience spanning research and development, strategic planning and technology solutions, Ms. Larson has become an industry leader in providing the expert advice and service recommendations Avantas clients expect from the leader in healthcare enterprise labor management. An established thought leader in healthcare staffing and workforce optimization, Ms. Larson brings an exceptional background in all aspects of healthcare operations management, including executive management and operations, business planning and execution, process improvements, cost containment, financial analysis and more.

As a senior consultant for Avantas, **Jenny Korth** has been deeply involved in implementing strategic labor management plans and processes in the Avantas client base for ten years. As an experienced workforce strategist she has driven analytic engagements and best practice policy reviews in addition to technical implementations at more than 100 client facilities. She has leveraged her change management expertise to bring about sweeping and sustaining positive cultural transformations at some of the country's most respected hospitals and health systems. Additionally, Jenny serves as a strategic advisor and mentor to clients on ongoing education and optimization strategies.

**WHEN:** Wednesday, October 30, 2013 at 10:30 a.m. EST

**WHERE:** Georgia World Congress Center  
Building A, Room A302  
285 Andrew Young International Blvd NW  
Atlanta, GA 30313

**HOW:** To schedule a meeting with Avantas at the AHIMA 2013 Convention please contact Kristen Berry, at [kberry@ariamarketing.com](mailto:kberry@ariamarketing.com).

For more information about the AHIMA 2013 Convention please visit <http://www.ahima.org/convention>.

#### **About AHIMA**

Representing more than 64,000 specially educated Health Information Management professionals in the United States and around the world, the American Health Information Management Association is committed to promoting and advocating for high quality research, best practices and effective standards in health information and to actively contributing to the development and advancement of health information professionals worldwide. AHIMA's enduring goal is quality healthcare through quality information. [www.ahima.org](http://www.ahima.org).

#### **About Avantas**

Developers of the HELM™ methodology (healthcare enterprise labor management), Avantas is devoted to serving the healthcare industry. Its proprietary approach to managing labor consists of consulting services and a patented scheduling and productivity solution, Smart Square®. This comprehensive approach provides its clients with tailored best practice labor management strategies designed to drive substantial and sustaining cost and quality improvements across the enterprise through automation. For more information, please visit the Avantas website at [www.Avantas.com](http://www.Avantas.com).

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