

## Success Story

# Professional services firm increases financial analysis 2X

Healthcare Strategy Group

“As we grow our revenue and transactions, I’m confident we won’t have to add finance headcount to handle it because everything is so seamless and simple within Sage Intacct. It has freed me up to take on more responsibilities at work and given us the realtime visibility to be proactive instead of reactive.”

**Lisa Nicholson**

Finance Manager, HSG

### Company overview

Healthcare Strategy Group (HSG) is a leading healthcare consulting firm that helps hospitals and other healthcare providers develop physician networks, optimize strategy and transition to value-based care. The company builds high-performing physician networks so health systems can address complex changes with confidence.



### Executive summary

Previous software:

- QuickBooks

### Results with Sage Intacct

- Shortened days in A/R by nearly 25%.
- Reduced interest payments on line of credit by 17%.
- Doubled time spent on forwardlooking analysis.
- Cut monthly close cycle in half.

Sage

**Company**  
Healthcare Strategy Group

**Location**  
Kentucky, US

**Industry**  
Health & Social Care

**Sage Products**  
Sage Intacct

**HSG**



### **Breaking down disconnected data silos to drive operational efficiency**

Healthcare Strategy Group (HSG) is a leading healthcare consulting firm that helps hospitals and other healthcare providers develop physician networks, optimize strategy, and transition to valuebased care. However, in recent years, its own financial workflows were hindered by tedious, errorprone workarounds for tasks like time and expense management, project billings, and monthly reporting. Since the company's QuickBooks software didn't integrate with its other systems, HSG consultants entered their time and expenses into AtTask, and then finance had to extract that data and enter it manually into both QuickBooks and a separate payroll application.

Lisa Nicholson, HSG's finance manager, went in search of new financial management software with built-in resource management and project accounting. "We found Sage Intacct, and appreciated that all of our primary needs could be covered right in one, easy-to-use, cloudbased system. Now our consultants can log in from the field to enter their time, and Sage Intacct timesheets automatically capture job costing and everything else we need for reporting," she said. Lisa was able to shift from spending 80 percent of her time on accounting tasks and only 20 percent on analysis, to now putting 40 percent of her energy towards forward-looking work that supports the business' strategic goals.



Sage Intacct's multi-dimensional accounting help HSG easily capture more useful information about its operations.

### **Freeing up cash flow with 25% faster client payments**

With Sage Intacct, HSG dramatically accelerated its financial processes—saving time and money while gaining real-time visibility into the business. For example, since the system is easier to use, consultants spend less time on administrative tasks like entering time and expenses, which frees them up for more billable client work. In addition, HSG's finance team shortened their month-end close by half, and cut time spent on management reporting and bi-monthly billings by 20 percent each. This gives Lisa more time to focus on analyzing operations and the overall health of the business.

“Previously, it took three people three days to produce billings every two weeks. It was difficult to finish the job on time and there was always the chance that some billable hours got missed,” Lisa shared. “Now, it's streamlined in Sage Intacct and everything flows nicely from time and expenses into clear client invoices, so I can do billings quickly and accurately on my own. As a result, we reduced our days in receivables by nearly 25 percent, which allowed us to cut line of credit interest payments by 17 percent and keep that money in the business,” added Lisa.

Sage Intacct's multi-dimensional accounting help HSG easily capture more useful information about its operations, such as income and expenses for specific departments, client types, projects, and even hourly tasks. This eliminates time Lisa used to spend in Excel trying to separate all of these things out for internal stakeholders. Instead, she built management dashboards for HSG's partners that track all the metrics they care about in one place. “Before the partners were so busy that they might only review reports once a month,” she noted. “But now they can look at their Sage Intacct dashboards whenever they want, see everything in real time, and make informed decisions. They have a lot more insight into what's going on, and no longer have to wait for me to close the books at the month's end,” said Lisa.



### **Boosting profitability through breakthrough business visibility**

Thanks to Sage Intacct, HSG enjoys business visibility that simply wasn't possible with QuickBooks and Excel – enabling data-driven decisions that impact profitability. Management can delve into granular reporting that covers revenue line profitability, outside contractor utilization, and more. They now monitor which sized clients purchase specific services and which offerings are more profitable, so they can better determine what lines to invest in and which to deprioritize. For instance, Lisa offered this example, “We were selling one product line as a loss leader, but weren't making much traction. Thanks to the transparency we have in Sage Intacct, we realized there was actually a lot of demand for one particular component of the offering, which was highly profitable on its own. After refocusing our efforts, we're now selling that product like hot cakes.”

For the first time, project managers can also track their budgets vs. actuals and current staff utilization for any given client project on their own. This ensures they have the right resources for their projects, so they can deliver on time and on budget. Lisa mentioned, “It's very easy for someone who's getting ready to send out a proposal to check on how many hours we put in on a similar job and how profitable it was. They use that insight from Sage Intacct to decide how to properly budget and staff their next project.”

With better project estimates, HSG's overall budget to actuals improved by 15 percent after switching to Sage Intacct, as they were able to budget more accurately. Lisa also notes that her budgeting cycles are 50 percent faster, which frees up time for critical analysis during insurance renewals. Next up, she plans to integrate Sage Intacct with HSG's Salesforce CRM system for a full view of every customer and more efficient quote-to-cash workflows.

