

New Member Spotlight



StaffSked is a subsidiary of **Reefpoint Group**. It is a powerful methodology that aligns an emergency department's staffing & scheduling activities to organizational goals, delivering both cost savings and improved performance. The applied combination of data science & advanced analytical modeling allows the StaffSked team to understand the current state, model and predict demand, analyze policy & constraints, and define

scheduling targets and shifts that will allow a department to meet or exceed all operational targets. Please visit <http://www.reefpoinpointgroup.com/staffsked/> for more information about StaffSked's services.

Excerpts from a conversation with David Gilinson, Chief Data Scientist at StaffSked:

We discovered EDPMA through a speaker at the 2014 Solutions Summit conference who has collaborated with us to develop and introduce our offering as a new solution to the field of emergency medicine. The StaffSked team takes every opportunity to educate others on similar uses of data science and advanced analytics applied to emergency medicine, such as through the [Urgent Matters Podcast \(Ep. 38\) with Dr. Pines](#). We joined EDPMA to network and engage with the leaders of ED practice management. It is important for us to speak with all sizes of physician groups to get their input and uncover additional pain points. The 2015 EDPMA Solutions Summit in Amelia Island afforded us the chance to learn from many groups including some of the largest physician groups in the nation, show them the power of their data and how it can transform their business.

One of the biggest industry changes we've observed is that revenue per patient is shrinking. With physician salaries being a large percentage of this mix (and a group's budget), there is an opportunity to work more efficiently with these resources. Staffing an emergency department requires the right mix of doctors, physician assistants, certified nurse practitioners, etc., and it's best that physician groups tackle this issue proactively, especially with healthcare payment systems moving to value-based reimbursement, rather than having it mandated through legislation.

Chris Landon, President, SVP Analytics, also noted that "ED staffing is going through a sea change similar to what the airline pilots went through fifteen to twenty years ago. The system is now more efficient due to better scheduling."

Lacey Sladky, Director of Strategic Communications, said "We really enjoy the advocacy newsletters because it keeps us on top of legislative and regulatory changes that could affect our business and our clients' business."