



Technology-Enabled  
Healthcare Efficiency

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**EFFY Healthcare Expands Senior Management Team, Guides Hospital Adoption and Implementation of New Efficiency Platform Powered by RAID Actionable Analytics**

*Healthcare organizations optimize financial, clinical, operational performance*

**BETHESDA, M.D./LONDON – October 10, 2017 – [EFFY](#)**, an efficiency platform that overlays existing systems to help healthcare organizations compare massive amounts of data across their total enterprise, detect exceptions and problems, and guide interventions to improve efficiency that optimizes financial, clinical and operational performance, announces the expansion of its multi-disciplinary management team. Composed of healthcare information and technology veterans, EFFY’s leaders introduce and implement the actionable analytics of RAID software, an overlay to existing transactional and operational systems that functions as a permanent, protective 24/7 auditing and reporting ‘umbrella’ that makes data comparable to address the most pressing enterprise challenges.

“Our talented, experienced team leads organizations in their utilization of RAID to activate customizable, exception-based triggers to identify deviations from norms,” says Jose Xavier, founder and CEO of EFFY. “Users can reduce errors and denials, improve efficiency and productivity, meet compliance requirements and ensure financial viability.”

EFFY’s dedicated team reflects deep and specialized senior-level healthcare expertise in hospital financial performance, administration and operations, and clinical excellence:

- Jose Xavier, Founder and CEO
- Jonathan Farr, MHA, Senior Vice President, North America

- Lisa Darsch, MSN, RN, Senior Clinical Advisor
- Charles Cortez, MPH, Senior Vice President, Product Strategy
- John Ireland, FACHE, Senior Vice President, Operations
- John Nanclares, Chief Technology Officer

“With substantially lower upfront costs than typical Revenue Cycle Management (RCM) solutions, which are transactional rather than actionable, EFFY empowers hospitals, hospital systems and Integrated Delivery Networks to retrieve, review and compare data -- no matter the size, data incompatibility or platform complexity,” continues Xavier. “They are alerted to problems, and able to devise rapid interventions for correcting inefficiencies, denials and revenue leakage that impact the bottom line.”

### **About EFFY**

Functioning as a permanent, protective 24/7 auditing and exception reporting “umbrella,” EFFY makes data comparable and actionable, enabling users to correct issues that compromise financial viability, and clinical and operational performance. EFFY empowers hospitals, hospital systems and Integrated Delivery Networks to retrieve, review and compare massive amounts of operational, clinical and financial data across their total enterprise – and trigger actions upon it, no matter the size, data incompatibility or platform complexity. Visit <http://effyhealthcare.com>.