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*From L&H Health Care Industry
Brochure, co-written and designed by
Todd Ellison.*

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I co-wrote this sample (and all other L&H projects) with Mary Malone, then the manager of communications for the L&H national health care group in Philadelphia. Our process was for me to create a design comp and communication strategy: what bits of content we ought to have to capture the reader's attention and tell the story. Then Mary would send me a batch of facts and key ideas which I would massage into a rough draft of the right amount of copy for the particular project and send it off. Our goal for copy, by the way, was to be direct, conversational, relevant and not stuffy, bearing in mind that many of L&H's competitors at that time were stuffy (verging on pompous). It usually only took a couple drafts of back-and-forths to get final approval.

For this particular project I also dug up nine striking photographic images that conceptually supported the facing topic pages and found an appropriate quotation for each.

layout key

“eye candy”
nugget

topic
title

services
offered

ACCOUNTING & AUDITING

As health care enterprises diversify, accounting and auditing issues can impact everything from the organization's structure to its economic viability. As a national accounting and audit leader, Laventhol & Horwath is continually working to advance the usefulness of accounting techniques for decision making.

People are a key. Our teams are trained in a variety of health care and business disciplines and have many years of experience with virtually all types of health care organizations to draw upon when reviewing internal controls and accounts.

Method is also important: the L&H methodology has been designed to help tailor the audit process to the unique business environment of each organization, improving both efficiency and effectiveness. This means the client gets a timely audit at a reasonable cost.

Since business is a continuous process, we view audits as part of a recurring cycle, not a discrete event that happens once a year. This perspective helps keep us in touch with important activities in your organization throughout the year and enhances our ability to deliver recommendations for improving internal controls and management techniques.

We can also help structure cost-effective accounting and financial control systems for new subsidiaries, evaluate and select computer hardware and software, and evaluate the impacts of alternate organizational structures.

Accounting and audits are not just necessary business exercises; they are opportunities to improve your ability to make sound and timely business decisions.

ADVISORY SERVICES
Accounting and auditing
Compliance and review
Cost accounting analysis and systems consulting
Litigation support
New GAAP for Medicare cost reporting by hospitals and nursing homes*
Risk Optimizer for maximizing net revenues of the therapy line item*
Revenue enhancement consulting
System analysis and design
Third party reimbursement consulting

*See page 12 for more information on L&H advisory services

“Discovery consists of seeing what everybody has seen and thinking what nobody has thought.”
Albert Szent-Gyorgyi
American scientist

A MIDWESTERN medical center has just purchased a hospital in a neighboring community. In addition, a for-profit subsidiary has been formed to develop a medical office building. How can the CEO be sure that appropriate accounting controls are in place in each of these businesses?

9

quotation nugget &
image info

sample
client story

service
pitch

QUOTATION NUGGET

Discovery consists of seeing what everybody has seen and thinking what nobody has thought.

Albert Szent-Gyorgyi
American scientist

IMAGE INFO

Color-coded nuclear magnetic resonance image of a man eating a plum. Alexander Tsiaras Science Photo Library Photo Researchers

TOPIC TITLE

ACCOUNTING & AUDITING

SAMPLE CLIENT STORY

A Midwestern medical center has just purchased a hospital in a neighboring community. In addition, a for-profit subsidiary has been formed to develop a medical office building. How can the CEO be sure that appropriate accounting controls are in place in each of these businesses?

SERVICE PITCH

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SERVICES OFFERED

Accounting and auditing

Compilation and review

Cost accounting analysis and systems consulting

Litigation support

Micro-LASH® for Medicare cost reporting by hospitals and nursing homes

Rate Optimizer for maximizing net revenues at the charge item level

Revenue enhancement consulting

System analysis and design

Third-party reimbursement consulting

