



transforming healthcare; pursuing perfection

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FOR IMMEDIATE RELEASE

Rona Consulting Group principals to present “3P” workshop at Central Coast Lean Summit 2016

Workshop leaders Marnee Pierson Iseman and Steve Mattson will introduce the lean innovation method of 3P for product, process and facility redesign, and share applications in healthcare.

Mercer Island, WA — January 15, 2016 — Rona Consulting Group (RCG) is pleased to announce that RCG principals Marnee Pierson Iseman and Steve Mattson will facilitate a half-day pre-summit workshop on 3P (production preparation process) on February 18, 2016, as part of the Central Coast Lean Summit 2016 at California Polytechnic State University (CalPoly), San Luis Obispo. The Summit will provide information on lean that will be of value to a wide variety of lean practitioners, including those in business, education, government and non-profits.

The 3P workshop will explore how the Japanese concept of *kaikaku* (radical improvement) can be used to redesign products, processes and facilities to better meet the demands of the healthcare marketplace. Iseman and Mattson will review the 3P methodology and illustrate some of the innovative techniques used by teams to design new processes and spaces and achieve future state visions of improved quality, exceptional customer service, lower cost and engaged caregivers. Participants will gain an introductory understanding of: (1) Toyota’s 3P methodology, (2) techniques for innovative thinking used in 3P, and (3) how those techniques are applied to the design of healthcare processes and spaces.

For more information, please visit: <http://www.cob.calpoly.edu/centralcoastlean/summit/>

Marnee Pierson Iseman, MHA

A principal at Rona Consulting Group, **Marnee Pierson Iseman** has senior healthcare leadership experience serving as Vice President, Vice President of Physician Services, and Chief Operating Officer. As Vice President of Physician Services she provided leadership and direction for the development of EHR with Providence Health and Services. Marnee has expertise in the application of 3P for redesign of ambulatory facilities in primary and specialty care. She is the recipient of several healthcare awards and has presented to the healthcare community nationwide on topics including lean and TPS as it applies to ambulatory care, process improvement, patient access, supply and demand, and quality.

Steve Mattson, MBA

Steve Mattson, a principal at Rona Consulting Group, is a proven lean practitioner with a track record of quality improvement, process/facility design and change management. As Senior Director of Quality Improvement and Care Innovation, he was involved in one of the early implementations of the Toyota Production System in healthcare. Steve studied under Katsuya Koide and Takeshi Iwata of Shingijutsu Global and has experience leading and guiding kaizen and 3P teams in both hospital and clinic settings. His prior work in finance helps him connect quality and cost and guide others in the never-ending pursuit of high value healthcare.

Rona Consulting Group

Rona Consulting Group (RCG) is a management consultancy serving integrated healthcare systems, hospitals and clinics, medical suppliers and government organizations. RCG develops lean leaders and assists in transforming organizations through educating, training and coaching executives, managers, clinicians and frontline staff. RCG is committed to helping the organizations it partners with to achieve the highest quality through zero defects, increased patient satisfaction, empowerment of staff, and improvement of financial performance through the application of the Toyota Management System. RCG improvement work ranges from the strategic planning process at the top of the organization to complex clinical processes within care delivery and the supporting administrative processes. Since 2007, RCG has designed and led groundbreaking applications of lean management to operations in the ER, OR, lab, inpatient flow, and in clinics and to processes in administrative support, revenue cycle, supply chain, human resources, medical records, group practice management, credentialing and clinical research. RCG has created a lean program that is changing healthcare and its related industries.

The principals at RCG bring leadership experience from Virginia Mason Medical Center in Seattle and Park Nicollet Health Services in Minneapolis — the first healthcare organizations in the country to fully adopt and implement the Toyota Management System. Different from any other lean healthcare consultancy, RCG is the only assembly of senior healthcare executives who have implemented lean methods in complex healthcare settings with a demonstrated track record of success. RCG has an in-depth understanding of authentic kaizen methodology and philosophy, with many team members having been students of John Black and Chihiro Nakao of Shingijutsu, Japan. The RCG team also brings extensive knowledge in developing and advising on large-scale transformation programs for companies outside of healthcare, including Boeing, Ford and Toyota.

Based in Seattle, Washington, USA, we maintain offices in Boston, Houston, Los Angeles, Minneapolis, New York, Oakland, Phoenix, Portland, Raleigh, San Diego, San Francisco and Seattle.

Central Coast Lean (CCL)

Central Coast Lean (CCL) is an action research and community outreach program in the Orfalea College of Business that seeks to build knowledge and understanding around building a local community of lean practice across business, education, nonprofit organizations and government. <http://www.cob.calpoly.edu/centralcoastlean/about-ccl/>

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