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FOR IMMEDIATE RELEASE

Rona Consulting Group Principals Joanna Omi and Craig Vercruysse to speak on strategy deployment at the Third Annual KaiNexus User Conference

Mercer Island, WA—August 16, 2017— Rona Consulting Group (RCG) Principals Joanna Omi and Craig Vercruysse will speak on strategy deployment at the Third Annual KaiNexus User Conference on September 7, 2017 in Austin, TX.

In their session *Hoshin kanri: Making strategy come alive*, Joanna and Craig will discuss the differences between conventional approaches to strategy and lean strategy deployment, or *hoshin kanri*. The speakers will introduce hoshin kanri and review the ways in which it activates strategy in an organization, including visible alignment from the C-suite to the front line. The dynamic nature of hoshin kanri makes strategy a part of the flow of the day rather than an annual or semi-annual batch. Hoshin kanri enables the development of people into problem solvers. Strategy becomes a vital force as every member of the workforce becomes aligned with, empowered by, and a contributor to the strategic direction of the organization.

To learn more and to register for the conference, please visit: <https://www.kainexus.com/2017-kainexus-user-conference>.

KaiNexus helps leading companies engage more people in improvement for an accelerated rate of change and maximum impact. With software that provides unprecedented visibility and standardization, KaiNexus is revolutionizing the way the world captures, implements, measures, and shares improvement. For more information, go to: <https://www.kainexus.com/>.

Joanna Omi MPH is a Principal at RCG. Prior to joining RCG, she held senior roles in the public hospital system and the Mayor's Office in New York City, as well as in community-based organizations in the San Francisco Bay Area. As an SVP and AVP at New York City Health+Hospitals, Joanna led efforts to implement a Lean Operating System, redesign and rebuild multiple campuses, improve access to ambulatory care, and secure funding for new programs. A superb collaborator, Joanna has built consensus among diverse internal and external stakeholders, developing training programs and encouraging innovative approaches to emerging health care needs related to primary care, the emergency department, HIV/AIDS and managed care. Joanna was an editor and contributing writer to *Lean in Behavioral Health* (2014).

Craig Vercruysse MBA, is a Principal and Chief Executive Officer of RCG. He is a 20+ year leader across multiple industries and functional areas including operations, information technology, and sales and marketing. He served as a regional healthcare system executive for Sutter Health in COO and CIO roles, contributing to several awards and consistently high dashboard performance. Craig also served as chief process officer (CPO), pioneering in Sutter Health the development of a lean management system. He has deep knowledge of IT/electronic health record systems integration in conjunction with a lean management system. Craig's educational background focused on systems theory grounded in organizational and interpersonal communication, capped with an MBA.

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 its partner organizations 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 clinics and to processes in administrative support, revenue cycle, supply chain, human resources, medical records, group practice management, credentialing and clinical research.

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 record of success. RCG has an in-depth understanding of authentic lean methodology and philosophy, with many team members having been students of John Black and Chihiro Nakao of Shingijutsu, Japan, both recognized internationally as experts in the Toyota Way. The principals at RCG bring leadership experience from Virginia Mason Medical Center in Seattle, Park Nicollet Health Services in Minneapolis and Sutter Health in Northern California — early adopters in the country that have fully embraced and implemented the Toyota Management System. 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 Atlanta, Houston, Los Angeles, Minneapolis, New York, Oakland, Phoenix, Portland, Raleigh, San Diego, San Francisco and Seattle.

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