

REVENUE
GROWTH:
269%

HUNTZINGER MANAGEMENT GROUP



Huntzinger Management Group provides IT Advisory, Implementation and Staff Augmentation services to the healthcare industry. Through a client delivery model designed to provide both immediate and sustained impact, Huntzinger conducts detailed assessments, recommends strategies and provides implementation plans for improved functional alignment, operational performance and financial results. “Our consultants have deep healthcare experience with expertise to assist our clients with improving their IT performance and leveraging their IT investment.” Says Robert Kitts, CEO. With an impressive 269 percent growth rate, Huntzinger management Group is ranked No.10 on *Consulting’s* Fastest growing Firms list. Kitts sat down to discuss the firm’s performance.

Consulting: What were the main factors that contributed to your exceptional growth?

Kitts: There were several factors in play during this period that created an environment where we achieved above average growth. First, Meaningful Use was in full swing and the financial incentives for compliance in the early stages were significant. This created demand in the marketplace as healthcare organizations had a sense of urgency around its adoption and at the same time recognized that they really needed assistance in getting there. Second, there was an increasing demand for skilled resources to augment our clients existing staff. We established

Huntzinger Staffing Solutions, and it’s played a major role in our growth. Third, a major consolidation of EHR vendors ushered in a transition to different platforms for many organizations, which led to work in procurement for HMG. Lastly, and most importantly, positioning and seizing upon these marketplace opportunities was central to our success, but ultimately it was our consultants performing exceptional work for our clients.

Consulting: How is 2015 shaping up?

Kitts: 2015 is proving to be another good year for HMG. We are on pace to achieve/exceed our budget. The staffing business continues to gain traction and grow and our Advisory services are continuing on its steady growth path.

Consulting: How would you describe your firm’s outlook for 2016? Where do you see the most opportunities?

Kitts: We’re excited as we turn the corner into 2016 and expect to continue on an aggressive growth track, and there are many reasons for that. We’ve launched several new service lines that are gaining momentum. Our Technical Services offering provides advisory and interim management services around infrastructure strategy, security, device deployment and other technical needs of a hospital IT organization. The recent launch of our Data Analytics practice is



promising—the age of digital healthcare is here.

Consulting: What do you see as the biggest challenges in 2016?

Kitts: Of course there’s always the uncertainty within the healthcare regulatory landscape, and the big question is “what will this look like during an election year”?

Consulting: What does being named one of Consulting’s Fastest Growing Firms mean to your firm, your employees and your clients?

Kitts: It’s a real honor to be ranked in the top ten for fastest growing consulting firms. I think it’s validation from a competitive marketplace that affirms our company’s strategy and our collective efforts in producing such uncommon results. It’s also a very strong endorsement regarding our work product from a client base that is 100 percent referenceable.