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CONTACT

Heidi Gehris
503.702.7574
contact@ronaconsulting.com

FOR IMMEDIATE RELEASE

RONA CONSULTING GROUP AND MOSS ADAMS COMBINE TO EXPAND HEALTHCARE CONSULTING PRACTICE

MERCER ISLAND, WA—Sept. 12, 2017—Rona Consulting Group (RCG), a nationally-recognized lean healthcare consultancy and Moss Adams LLP, one of the largest accounting, consulting and wealth management firms in the nation, today announced they have agreed to combine.

Effective September 1, 2017, the combination enables a greater platform from which RCG can continue its vision of transforming healthcare. The combination expands the Moss Adams healthcare consulting practice, broadening service capabilities, including the application of lean management principles. With the addition of RCG's professionals, Moss Adams becomes one of the only middle-market accounting firms to offer a holistic set of services for healthcare clients.

"We're pleased to combine with Rona Consulting Group and incorporate their expertise into our services," said Chris Pritchard, Moss Adams partner and national practice leader of the healthcare consulting practice. "The healthcare landscape is changing rapidly, and high-quality outcomes have become a top priority for hospitals and healthcare systems to better serve patients and improve operations. This is a tremendous opportunity to expand our healthcare expertise with a highly-regarded firm and better serve our clients through specialized consulting services."

"We've known Moss Adams for years, and leadership from both firms knew we'd be better together," said Mike Rona, chairman of RCG. "The vast financial and strategic acumen of Moss Adams will bring considerable value to RCG's clients undergoing lean transformations."

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

9004 N Mercer Way Mercer Island, Washington 98040 206.919.8843
www.ronaconsulting.com

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.

Twenty-eight RCG professionals, including three founding partners and leadership team, will join Moss Adams as the lean consulting practice. RCG is a virtual practice with people working remotely across the country, and the group will continue to operate virtually at Moss Adams.

“This combination with Moss Adams felt like a natural step in the growth strategy of our firm,” said Craig Vercruyse, principal and CEO of Rona Consulting Group. “Our firms have similar cultures and business ideals, and we are pleased to be able to offer our clients the expanded resources and opportunities available to them from a firm the caliber of Moss Adams.”

About Moss Adams

With more than 2,600 professionals across 20-plus locations in the West and beyond, Moss Adams provides the world’s most innovative companies with specialized accounting, consulting, and wealth management services to help them embrace emerging opportunity. Assurance, tax, and consulting offered through Moss Adams LLP. Wealth management offered through Moss Adams Wealth Advisors LLC. Investment banking offered through Moss Adams Capital LLC.

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.

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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