



Transforming Healthcare with Evidence

Hayes, Inc. Capability Statement and Point of Contact

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Description of Products and Services

- **Consulting and Custom Services** that support government agencies, healthcare providers, and payers and include the following:
 - **Evidence synthesis** to inform effective clinical practice guidelines and care management programs.
 - **Research on patient safety** initiatives, **comparative effectiveness research**, **care management program evaluation**, and **medical policy development**.
 - **Strategic technology planning** and evidence-based technology acquisition decision-making assistance so that healthcare providers can anticipate and prepare for the financial, clinical, and operational impact of new and/or evolving technologies.
 - **Medical facility planning** support to ensure that facility design incorporates state-of-the-art equipment and future technology advances; includes clinical needs assessment, operational impact analyses, and technology/clinical trend analyses, all performed in collaboration with architects and equipment planners, and grounded in an *independent, unbiased, and evidence-based* approach.
- The **Health Technology Assessment Knowledge Center** is a dynamic, user-friendly, web-based resource that delivers *independent, unbiased, and evidence-based* analyses of a wide array of medical technologies. Users can quickly evaluate the impact of a particular health technology on patient outcomes, healthcare utilization, and cost, all of which ultimately impact the quality and cost-effectiveness of healthcare. Designed for professionals who are responsible for policy development, strategic planning, and technology acquisition, the Knowledge Center comprises six health technology assessment (HTA) products.
 - **Medical Technology Directory Reports** and **Health Technology Briefs (HT Briefs)** provide comprehensive assessments of the safety and efficacy of a wide range of health technologies, including imaging equipment, surgical implants, medical devices, screening and diagnostic tests, drugs and biologics, health information technologies, mental and behavioral health interventions, complementary and alternative medicine, and preventive and public health strategies.
 - **Technology Prognosis** is a *horizon scanning* service that monitors innovative health technologies through clinical testing and the regulatory approval process and tracks the time frame to their commercial availability.
 - **Search & Summary** reports are generated rapidly in response to client requests for information about technologies that have not already been addressed in other Hayes reports, along with a conclusion about whether there is sufficient evidence to support a full assessment of the technology.
 - **Genetic Test Evaluation** reports are evidence-based assessments focused on the clinical utility of available genetic tests across a range of conditions and applications.
 - The **News Service** provides timely information about regulatory actions, scientific reports, and policy announcements from government agencies; new guidelines and recommendations from health organizations and medical associations; and relevant results from recently published clinical trials.
- **Educational Services** offer timely and informative webinars on a wide range of healthcare topics to help our clients better understand new, controversial, or changing health technologies. Continuing education credits are available for many of the programs. Hayes also offers customized, web-based, and on-site educational programs that are tailored to meet the client's needs and designed to provide in-depth analyses of specific health technology issues and challenges and to develop appropriate research and analytical skills.

NAICS Codes: 511120, 511130, 519130, 519190, 541611, 541618, 641620, 541690, 541711, 541712, 541720, 541990, 611430, 813920

Description of Business

Founded in 1989 by Winifred S. Hayes, PhD, Hayes, Inc. is an independent health technology research and consulting company dedicated to promoting better health outcomes through the use of evidence. Hayes performs unbiased, evidence-based assessments of the safety and efficacy of controversial wide variety of health technologies and evaluates the impact of these technologies on healthcare quality, utilization, and cost. In addition, Hayes provides comparative effectiveness reports and horizon scanning for new technologies, projects health technology trends by clinical specialty area, and evaluates the potential operational and financial impact of technologies on facilities, staffing, credentialing, and other resources. We have clients throughout the United States and worldwide, including government agencies,



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hospitals, healthcare systems, employers, and managed care organizations. Hayes, Inc. is qualified as a woman-owned small business (WOSB).

List of Current and Past Clients

- Client: TRICARE Management Authority (TMA) – A Hayes Knowledge Center client since 1997, TMA has been an active user of Hayes health technology assessment reports, which cover a wide variety of new, emerging, and evolving health technologies. Contract Award Number: HT9402-10-P-0004.
- Client: TRICARE Quality Management Contractor (TQMC) – Awarded in 2010, Hayes is a subcontractor to KePRO to provide custom health technology assessments, evaluations of evolving practices, and horizon scanning services. Contract Award Number: HT9402-10-D-0001.
- Client: Veterans Affairs Health Administration Center (VA HAC) – Hayes provides the VA HAC with a Knowledge Center License.
- Client (Past): Veterans Administration/Department of Defense (VA/DoD) – Clinical Practice Guideline for Post Traumatic Stress Disorder (PTSD). Hayes partnered with Healthcare Quality Informatics, Inc. on this custom project, which was intended to identify best practices for the assessment and treatment of PTSD.
- Centers for Medicare & Medicaid Services (CMS) – CMS purchases individual reports from our Knowledge Center. Dr. [Susan Levine, Hayes Senior Vice President of Health Technology Research and Consulting](#), is a member of the Medicare Evidence Development & Coverage Advisory Committee (MEDCAC), providing independent guidance and expert advice to CMS on specific clinical topics.
- A number of Medicare Advantage health plans, state Medicaid Agencies, and Medicaid carriers use the Hayes Knowledge Center, request custom health technology assessments, and engage with us for ad hoc research services to support the development of evidence-based coverage policies and clinical practice guidelines.

Project Descriptions

VA/DoD CPG for PTSD – In a project completed at the end of 2009, Hayes provided the literature search and evidence synthesis for a revision and update of the VA/DoD guideline on treatment of Post Traumatic Stress Disorder (PTSD), which covered pharmacotherapy, psychotherapy, complementary and alternative therapies, and care settings, such as inpatient versus outpatient, for PTSD, acute stress reactions, and other related conditions. This project was performed as a subcontract to Healthcare Quality Informatics, Inc.; however, Hayes was responsible for the work product provided to the VA/DoD Expert Working Group.

Conference on Regulations, Research, and Repercussions of the Mental Health Parity and Addiction Equity Act of 2008, June 23-24, 2010, Baltimore, MD – The Mental Health Parity and Addiction Equity Act (the Act), which went into effect on January 1, 2010, was intended to reduce the differences in healthcare coverage between medical/surgical conditions and mental health and substance abuse disorders provided by private insurance plans. In partnership with URAC, this conference was conceived as a way to provide clarification of the regulations resulting from this legislation, to evaluate their impact on a variety of stakeholders, and to discuss methods for monitoring the effects of the law. The inclusion of representatives from all stakeholder groups, including federal and state government, was a key element of the conference, as it ensured inclusion of a variety of perspectives in the discussion and debate, and set the stage for future assessment of the effects on all key groups affected by the mental health parity law.

Oregon Health & Science University Medicaid Evidence-based Decisions Project – Hayes, Inc. has recently completed a series of custom HTA reports for Oregon Health & Science University (OHSU), part of an ongoing engagement to provide “off the shelf” and custom assessments for the Medicaid Evidence-based Decisions (MED) Project, which is a collaboration of a number of state Medicaid programs and administered by the OHSU Center for Evidence-based Policy. These custom reports addressed the specific questions and needs of the state participants. The purpose of this work was to provide an analysis and synthesis of the evidence about the benefits and harms of specific health technologies so that the state Medicaid programs can make evidence-based determinations about coverage of these technologies for their beneficiaries.

Teaming Partners – Hayes currently has contracts with KePRO and Altarum Institute and has previously partnered on bids with Deloitte.