



Hayes Press Kit



For more information, visit www.hayesinc.com.

Company Background

Hayes, Inc. was founded in 1989 by its President and CEO, Dr. Winifred S. Hayes, with the goal of establishing Hayes as a premier health technology research and consulting firm specializing in the evaluation of emerging, investigational, and changing health technologies and their impact on healthcare quality, utilization, and cost. In response to a growing need in the healthcare industry for evidence-based assessments of health technologies, Hayes, Inc. provided unbiased, timely, clinically focused, evidence-based research and analysis initially to health plans and managed care organizations. After establishing itself as the solutions provider for the payer market, Hayes, Inc. expanded its services to include hospitals, healthcare systems, government agencies, and employers. In 1996, Hayes, Inc. accelerated its growth with the award of its first state Medicaid contract, followed soon thereafter by contracts with 47 state agencies and Medicaid health plans. This work has enabled Hayes to become the industry leader in health technology assessment and analysis.



Hayes offers an integrated suite of health technology assessment products, education, and customized services that equip clients with unbiased, evidence-based information that they can use when evaluating the impact of new technologies on safety, patient outcomes, internal resources, and the return on investment (ROI). Managed care organizations and government agencies can use these detailed, evidence-based analyses to support development of defensible, transparent coverage policies, as well as care management protocols and best practice guidelines. Hospitals and healthcare systems can use Hayes' analyses to drive down costs through more informed decisions on capital equipment purchases, strategic equipment planning, equipment redeployment, industry benchmarking, and comparative efficiency, ultimately impacting patient outcomes and a hospital's bottom line.

Hayes' record of excellence is rooted in its strong and identifiable culture, where diversity is embraced, and team members' skills and contributions are recognized and respected. Hayes' worldwide group of research analysts and consultants now numbers 35 professionals, all of whom have advanced degrees (MS, MA, MPH, MD, DVM, PhD, or equivalent degrees) in a health-related field and intensive training in scientific research methodology, applied statistics, and health technology assessment.

From its inception as a woman-owned small business to its current status as an internationally recognized research and consulting firm, Hayes has operated by a code of ethics that promotes objectivity and avoids engagements or work practices that could lead to actual or potential conflicts of interest. We do not perform work for companies whose products and/or services we evaluate, nor do we maintain any ownership or similar type interest in any entity that may profit from the manufacture, sale, or use of health technologies. We never allow manufacturers to review our assessments before publication, nor do we review technologies in response to manufacturer request.

We are proud of our employees, the unbiased research and services we provide, and our reputation as an independent and respected research and consulting organization.

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Fact Sheet

Hayes, Inc. is a woman-owned research and consulting firm dedicated to promoting better health outcomes through the use of evidence. Hayes evaluates new, emerging, and controversial medical technologies to determine clinical effectiveness, safety, and impact on healthcare quality, utilization, clinical outcomes, and cost. Our unbiased research and analysis help clients make evidence-based decisions about acquiring, managing, and paying for health technologies. Hayes worldwide clients include hospitals, healthcare systems, government agencies, employers, and managed care organizations.

Mission Statement: Hayes, Inc.'s mission is to promote better health outcomes through the use of evidence.

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Our Executive Team and Other Key Personnel:

- Winifred S. Hayes, MS, PhD, RN, *President and CEO*
- Susan A. Levine, DVM, PhD, *Vice President, Health Technology Research and Consulting; Editor-in-Chief, Hayes Knowledge Center*
- Karen Matthias, *Vice President, Sales and Marketing*
- Christina Dietrich, *Vice President, Finance and Administration*
- Martin Gephart, BS, *Vice President, Information Technology, Chief Information Officer*
- Cici Collins, BA, *Vice President, Government Services*
- Diane Allingham-Hawkins, PhD, FCCMG, FACMG, *Director, Genetic Test Evaluation Services*
- Elisabeth Houtsmuller, PhD, *Managing Editor, Hayes Directory Reports; Director, Mental and Behavioral Health Services*

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Biographies

Winifred S. Hayes, MS, PhD, RN
President and CEO

Winifred S. Hayes, MS, PhD, RN, President and CEO, founded Hayes, Inc. in 1989 in response to a growing need in the healthcare industry for evidence-based assessments of health technologies. Under her leadership, Hayes, Inc. has become an industry leader in providing unbiased, timely, clinically focused, evidence-based research and analysis to health plans, hospitals, managed care organizations, government agencies, and healthcare systems. In June 1999, in response to the public outcry for independent, external medical review within the healthcare industry, Dr. Hayes formed Hayes Plus, a national Independent Review Organization. She sold the company in October 2005 after it was firmly established in the marketplace.



Dr. Hayes was a founding member and the first President of the National Association of Independent Review Organizations (NAIRO). She currently serves on the Board of Directors for URAC, an independent, nonprofit organization that is a leader in promoting healthcare quality through its accreditation and education programs. She is also a member of Health Technology Assessment International and Vistage (formerly TEC), an international organization of CEOs dedicated to increasing the effectiveness of chief executives and those they influence. In addition, Dr. Hayes is an Associate of the Women Business Leaders of the U.S. Health Care Industry Foundation™ (WBL).

In 2000, Dr. Hayes received the Women of Distinction Award in the Greater Philadelphia area and in 2001 was selected as one of “Pennsylvania’s Best 50 Women in Business.” Both award programs acknowledge the personal and professional achievements of Pennsylvania businesswomen and their contributions to our economy.

Her expertise as both a clinician and consultant has made her one of the leading experts in the fields of evidence-based health technology assessments, utilization review, and clinical guideline development, as well as a sought-after speaker. Dr. Hayes publishes and lectures to managed care organizations and healthcare associations throughout the United States as an advocate for evidence-based decision making as a way to improve patient outcomes and healthcare resource allocation.

Dr. Hayes received her Doctor of Philosophy degree from the Johns Hopkins University School of Hygiene and Public Health (Bloomberg School of Public Health). A graduate of the University of Maryland School of Nursing, with Primary Care Nurse Practitioner and Master of Science degrees, she has served as an Associate Professor and Program Director for the Occupational Health Nursing Graduate Program at the University of Pennsylvania School of Nursing. She also served on the faculties of Emory University and the University of Maryland. She is currently affiliated with the Senior Scholars Program in the Department of Health Policy at the Jefferson Medical College.



Biographies

Susan A. Levine, MS, DVM, PhD

Chief Scientific Officer

Senior Vice President, Health Technology Research & Consulting

Editor-in-Chief

Dr. Susan A. Levine is responsible for providing oversight for the health technology assessment program and consulting services for Hayes. She has extensive experience in technology assessment, comparative effectiveness, development of evidence-based practice guidelines and coverage policy, and consulting related to health technologies. Dr. Levine also serves as Editor-in-Chief of the Hayes Knowledge Center and is responsible for the Education Services and Clinical Research Support divisions.

Dr. Levine formerly served as Senior Medical Research Analyst and Director of Outsource Contracts for Hayes. Before joining Hayes, Dr. Levine was an Assistant Professor in the Department of Medicine at the Mayo Medical School in Rochester, MN, where she was responsible for training fellows and directing a research laboratory. She received a Master's degree in Comparative Medicine from the University of Wisconsin-Madison, a Doctorate in Veterinary Medicine and a PhD in Pharmacology from Cornell University, and conducted translational research in the Division of Gastroenterology at the Johns Hopkins University School of Medicine, where she was a member of the faculty. Dr. Levine's publications include almost two dozen peer-reviewed articles, along with numerous chapters, articles, editorials, and abstracts. She holds memberships in the American Medical Writers Association and Health Technology Assessment international (HTAi), and serves on the Medicare Evidence Development & Coverage Advisory Committee (MEDCAC), which provides guidance and expert advice to the Centers for Medicare & Medicaid Services (CMS) on a wide variety of clinical topics.

Diane Allingham-Hawkins, PhD, FCCMG, FACMG

Director, Genetic Test Evaluation Services

Diane Allingham-Hawkins joined Hayes in early 2008 to launch the industry's first Genetic Test Evaluation (GTE) Service. A 20-year veteran of the healthcare industry with deep hands-on experience as a genetics laboratory director, Dr. Allingham-Hawkins brings Hayes to the forefront of genetic testing and provides added value to Hayes' clients seeking to understand the science behind these tests, the hard clinical evidence supporting them, and the use of genetic tests in clinical practice.

Prior to joining Hayes, Dr. Allingham-Hawkins was employed by North York General Hospital (NYGH) in Toronto, ascending to the position of Director, Molecular Genetics and Cytogenetics. Prior to joining NYGH, Dr. Allingham-Hawkins was Associate Director of the Molecular Genetics Laboratory at The Hospital for Sick Children, a teaching hospital affiliated with the University of Toronto that is home to the world's second largest hospital-based pediatric research facility.

Dr. Allingham-Hawkins received her BSc degree in Honors Genetics from the University of Western Ontario in 1987 and her PhD in Human Genetics from McMaster University in 1993. She is board-certified in molecular genetics and cytogenetics by the Canadian College of Medical Geneticists. Dr. Allingham-Hawkins is a recognized leader in the field of human genetics who has served on numerous local, national, and international committees to study genetics, has authored or coauthored more than 60 publications, and has presented over 60 scholarly papers at organizations such as the American Society of Human Genetics, the American College of Medical Genetics, and the Canadian College of Medical Geneticists. She is a past President of the Canadian College of Medical Geneticists.

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Biographies

Karen Matthias, MBA, RN

Vice President, Sales & Marketing

Ms. Karen Matthias joined Hayes in February 2008 to direct the sales and marketing team. She brings more than 25 years of experience in healthcare and marketing to the position, where her focus is on achieving continuous and improved business performance. As a registered nurse, Ms. Matthias brings a range of hands-on healthcare experience to her position, especially in the areas of neurosciences, pediatrics, neonatology, diagnostics, and women's health.

Ms. Matthias's experience in sales and marketing extends from strategic planning, new product development, brand management, and development and implementation of marketing strategies to pricing analysis, new business development, and contract management. She is skilled at applying qualitative and quantitative research to the development and execution of creative and innovative tactics that result in accelerated sales growth and profitability.

Ms. Matthias earned her BS degree in Nursing from Marquette University in Milwaukee, WI and her MBA degree in Marketing and Health Administration from the University of Chicago School of Business. Before joining Hayes, Ms. Matthias served as Director, Market and Product Development for an accredited provider of continuing medical education, and as Senior Product Manager, New Product Development for Abbott Nutrition.

Cici Collins

Vice President, Government Services

As the VP of Government Services for Hayes, Ms. Collins is responsible for the planning and development of government contracting opportunities at Hayes. To that effort, she brings 26 years of government contracting experience, with specific expertise in Medicare, Medicaid, and Military Health Services programs.

Ms. Collins's range of experience in federally funded healthcare programs stretches from the direction of strategic planning, proposal development, and grant management to the development and implementation of performance-based initiatives. Her depth of expertise in medical management programs, compliance, implementation planning, performance measurement, and quality plan development provides a strong foundation for Hayes Government Services to effectively and efficiently serve the government and our strategic partners.

Before joining Hayes, Ms. Collins served as an independent healthcare industry consultant through Collins Strategic Services, Inc. In that capacity, Ms. Collins acted as a strategic advisor to senior management for procurement of performance-based federal health contracts with for-profit and not-for-profit, national managed care, and pharmacy benefit management corporations. She also served in a variety of management functions for Medicare Contractors.

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Media Appearances

Life Love & Health: Special Edition

May 13, 2011

President and CEO Discusses the Burdens of Alzheimer's Disease

Dr. Winifred S. Hayes, PhD, was the featured guest on the May 13, 2011, radio broadcast of Life Love & Health hosted by Christopher Springmann. Dr. Hayes discussed how scientific evidence can help patients with Alzheimer's disease, their caregivers, and healthcare providers choose interventions that will make the most difference in the lives of patients with this devastating disease.

Managed Healthcare Executive

April 1, 2011

Offer Members Evidence About Medical Technologies

By Winifred S. Hayes, MS, PhD, RN

"It's not uncommon for bias and inaccuracies to infiltrate consumer health information and influence members' opinions about the healthcare they receive, especially when companies create the perception of offering consumers "the latest and greatest" health technology. Unfortunately, consumers often can't distinguish between hype and true evidence."

Life Love & Health: Special Edition

August 31, 2010

Director of Genetic Test Evaluation Program at Hayes, Inc. Discusses Concerns About Genetic Testing on Life Love & Health

Dr. Diane Allingham-Hawkins was the featured guest on the August 13, 2010 radio broadcast of Life Love & Health: Special Edition, hosted by Christopher Springmann. Dr. Allingham-Hawkins discussed the growing concerns associated with genetic tests marketed directly to consumers; she also offered expert insight into the recently held meetings on FDA oversight of laboratory-developed tests and the congressional hearing on direct-to-consumer genetic testing.

Materials Management in Health Care

August 2009

Use Evidence To Put Prevention In Context

By Winifred S. Hayes, MS, PhD, RN

"From randomized controlled studies to meta-analysis research covering data from a wide range of sources, there is a vast amount of information on anti-infective central venous catheters (AICVC). These studies have examined everything from when these devices should be used to the various types of coatings used in AICVCs. So how can value analysis coordinators, infection control professionals and nurses best make sense of all the research when making purchasing decisions? Here's a no-nonsense approach to understanding the evidence."

For more articles and interviews, visit
<http://www.hayesinc.com/media-center/media-appearances/>.



How Hayes Can Help the Media

Dr. Wini Hayes, President and CEO of Hayes, Inc., is an excellent resource for your interview needs. A recognized expert in the fields of evidence-based health technology assessments, utilization review, and clinical guideline development, she lectures and publishes as an advocate for the role that evidence-based decision making plays in improving patient outcomes and healthcare resource allocation. Dr. Hayes, as well as other experts at Hayes, can answer your questions about issues impacting the delivery of healthcare in the United States.

Let Hayes be your source for these and many other topics:

- Healthcare in the United States—are we getting our money's worth?
- What is good evidence?
- Is industry-funded research biased?
- Does data distortion harm?
- Should hospitals continue to cater to physicians' demands for technologies?
- Impact of healthcare reform mandates on healthcare costs and quality of care
- Comparative effectiveness research: myth versus reality
- Evidence-based medicine, barriers to adoption, and how technology can help overcome them
- Impact of CER on the development of new drugs and other technologies
- Questions hospitals should ask before considering a new health technology
- Impact of health technology purchases on clinical outcomes
- How can hospitals and other healthcare organizations be financially successful in the future while also continuing to deliver better care to patients? Is it even possible?
- How are clinical trials designed?
- Over-the-counter genetic testing—risks/rewards
- The trends and ramifications of genetic testing
- The impact of new, emerging, and disruptive technologies on our healthcare system
- Importance of evidence-based medicine in reducing cost of the U.S. healthcare system





How Hayes Can Help the Media

Here are some sample interview questions with short answers.

WebMD was recently exposed for promoting content paid for by pharmaceutical companies. In your opinion, why is this practice a problem for the healthcare industry?

When consumers search for medical information on the Internet, it can be difficult to separate the hype from the facts. Bias and inaccuracies in online medical information can influence consumers' choices and opinions about the healthcare they receive. Without evidence, consumers may wrongly seek out treatments or medications that have limited value or are unsafe. Patients and professionals need evidence to improve patient outcomes and healthcare resource allocation.

Is healthcare the next bubble to burst?

In the 2000s we saw the collapse of a technology bubble that was driven by easy trading and irrational exuberance, and collapse of a real estate and finance bubble driven by easy credit and lax underwriting standards. According to Dr. Winifred S. Hayes, President and CEO of Hayes, Inc., healthcare could be the next bubble to burst. "Today, we spend 17% of our gross domestic product on healthcare—far more than any other developing nation—yet we badly lag other developing nations in terms of quality of care," says Dr. Hayes. "As a nation, we've become addicted to expensive new healthcare technologies that do not improve quality or standards of patient care. We spend billions on robotic surgery, proton beam therapy, and 64-slice CT scanners that don't improve care or worse yet are not as effective as the existing technologies they replace."

This spending has driven healthcare technology stocks to higher levels over the past decade, but Dr. Hayes believes that unless change is adopted, the healthcare industry is headed for a day of reckoning not unlike the one faced by the financial services industry. "Continued spending on healthcare technology without any improvement in care is driving an unsustainable cycle that I believe will lead to a day of reckoning for the industry."

Explain the health impact of medical imaging overuse.

The use of medical imaging has exploded over the past two decades as new medical imaging technologies have entered the market. Although medical imaging technologies are valuable diagnostic tools, overuse of medical imaging, in particular computed tomography, may expose patients to unnecessary radiation and contribute to soaring healthcare costs. Concerns about imaging overuse and radiation overdoses in hospitals have prompted physician, nursing, consumer, and government groups to demand better guidelines and regulation of medical imaging and radiation overexposure.

How can we use evidence to make well-informed decisions about healthcare in the United States?

It's clear that we need research to create solutions for the healthcare problems that we face every day in our lives. It's also clear that research accumulates over time as it relates to the benefit or the lack of benefit from any particular product or service for healthcare that was developed as a result of that research. A failure to really pay attention to that evidence will take us down the wrong path time and time again. And in some cases, it will result not in just a waste of money, but it will result in harm, because there are side effects, and it might lead us to a course of action that will not result in benefits that are superior to the benefits gained from an alternative approach. So it behooves us to ask about the research, about the quality of the research. Not all research is created equal. There's bad research. There's good research. Pay attention to what the evidence tells us. Ask questions of your physician. Don't believe everything you hear in advertisements regarding the goodness of a particular new technology. Because it's new and high tech doesn't mean it works better or works well. Be cautious. Ask questions.

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