

## The Vision



James P. Young, Jr. PhD  
Chief Executive Officer

Dr. Young has over 35 years of experience working with healthcare providers, consumers and policy makers. Recently, Dr. Young provided guidance on healthcare reform, [from the consumers' perspective](#), to members of the United States Congress during a healthcare forum in Tunica Mississippi. His "life changing" insights were so thought-provoking they will be placed on the Congressional Black Caucus website in the near future. He has also provided data on healthcare reform to International Labor Leaders, local physician groups, local policy-makers and The United States Postal Workers. In fact, he will deliver a keynote address to the United States Postal Workers during their national health seminar in October '09.

Dr. Young has published research on healthcare consumer behavior. His study, *Examination of Racial Disparity in Healthcare Satisfaction and Utilization of Preventative Healthcare Screenings for Retirees of Organized Labor: Application of Cox Interaction Model of Client Health Behavior*, demonstrated the predictive value of health belief models and value expectant theories for healthcare consumers. He has a unique understanding of African American healthcare consumers and the behaviors healthcare providers can exhibit in order to improve trust and satisfaction within the growing African American consumer population.

He holds a Bachelors of Science Degree in Mechanical Engineering, Masters Degree in Organizational Behavior and Leadership and earned a Doctorate Degree in Organization Behavior and Strategic Leadership.

Dr. Young has been unanimously elected Chairman of the Board for Big Brothers Big Sisters of Metropolitan Detroit. He was elected to the Executive Committee for the Detroit Chapter of the National Association of Health Service Executives. He is a lifetime member of the NAACP, a member of Alpha Phi Alpha Fraternity Incorporated, a member of the American Society for Training and Development and a math and science tutor for at-risk children. Dr. Young received an honorable discharge

### Mission Statement

To be a leader in reducing healthcare costs by promoting healthcare literacy and eliminating disparity in cardiovascular care

### Values

We will not compromise our integrity for economic gain nor compromised the values or ethical standard of our clients or our profession.

We value all communities and will devote time and resources for improving the quality of life for at-risk children, the poor and the underserved.

### Vision

A worldwide healthcare system that is devoid of disparity, ranks high in patient satisfaction and operates in a cost-effective manner.

## You've Invested in Their Healthcare



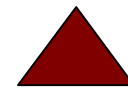
## Now Give Them the Skills to Control Their Healthcare Costs

## The "Cardio Solution"

For  
Improving Performance



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**YOU SAVE WHEN THEY  
BECOME  
SKILLED HEALTHCARE**



**“Without a doubt, consumerism will have a significant impact on shaping the health care industry as it has had on all other aspects of American business”**

Mera C. 2000 Consumer and Health Care Quality: Journal of Cost and Quality

**Skilled healthcare consumers are usually:**

- Knowledgeable
- Confident
- Assertive
- Comparison Shoppers
- Eager to Communicate with Providers
- Adept at Identifying Disparity
- Advocates for Their Loved Ones
- In Control of Their Health and Healthcare

**Roadblocks to Developing Consumer-Skills**

- Low Health Literacy
- Lack of Confidence In Taking Charge of Healthcare
- Mistrust in Healthcare System
- Indifference to Healthcare Costs
- Fear
- Time Constraints
- Perceived Lack of Benefits
- Negotiating Skills

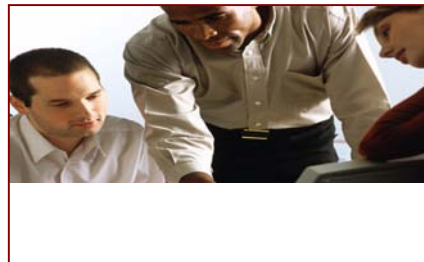


**Studies clearly show that 10% of healthcare costs could be avoided by improving healthcare literacy and consumer skills...a savings of over \$80 billion each year.**

**CONSIDER THE FOLLOWING:**

- With healthcare costs emerging as the leading cause of job losses and personal bankruptcies, individuals are more determined than ever to develop the essential skills to become, cost-conscious, healthcare consumers.
- One of the primary reasons healthcare costs are difficult to control is that patients often lack the essential skills to leverage their consumer power to obtain maximum value from each healthcare dollar.
- Major corporations like Marriott, IBM and Verizon have found that by giving their employees healthcare-consumer skills, they lowered their healthcare costs and realized a substantial return on their investment.....

**LET US SHOW YOU HOW !!!!!**



**We Will Work With You To:**

- Identify goals for post healthcare reform
- Develop a strategy for post-healthcare reform
- Implement the strategy
- Select and construct measurement tools
- Perform analysis of data
- Provide comprehensive report on data
- Measure the impact of any intervention



**THE BOTTOMLINE....  
SKILLED HEALTHCARE CONSUMERS:**

- ✓ Cost less to treat
- ✓ Are more productive
- ✓ Have fewer sick days
- ✓ Are safer on the job
- ✓ Are more likely to adopt healthy lifestyles
- ✓ Usually have primary physicians
- ✓ Are less likely to experience medical errors
- ✓ Are more satisfied with their care
- ✓ Become advocates for their loved ones

**HEALTHCARE CHANGES WILL ENCOURAGE  
THESE BEHAVIORS**



**OUR TEAM OF PROFESSIONALS**

CSI is committed to providing consulting services of the highest quality. In order to ensure that we achieve this goal, we select only performance improvement professionals who are subject matter experts skilled in applying adult learning techniques.