



# CONSULTING MATTERS

A publication of the Delaware Valley Chapter of the Independent Computer Consultants Association  
www.iccadelval.org

February 2005

## From The President...

### Elections Coming: Join the Board of Directors

Keith Mast  
Mast Consulting, LLC  
**President**  
ICCA/Delaware Valley



Keith Mast  
Mast Consulting, LLC  
**President**  
ICCA/Delaware Valley

The ICCA/DV will be holding its annual Board of Director's election on March 10, 2005, in Plymouth Meeting, at its regular monthly dinner meeting. ICCA Members will also be able to vote by email ballot. *Be on the lookout for an email ballot coming in the next month.*

#### ICCA Board of Director's terms expiring on March 31, 2005:

**President:** Keith Mast  
**Secretary:** Cynthia Cole-Macia  
**Director:** Leigh Weber  
**Director:** Rose McNeill

Cynthia has agreed to run for Secretary for another two-year term. The other three positions are officially vacant and up for election. I will be running for a director position. Leigh will be leaving the board, concentrating on his duties as President of the National Board. And Rose will be leaving the board in June. Thanks to each person – **Keith, Cynthia, Leigh, and Rose** - who has served on the board for the last two years. Each contribution is very much appreciated by me and everyone at ICCA.

#### We have a candidate for President:

John Erthal, ABS Alphalon Business Solutions, Inc.  
Member of ICCA since: 1999 - 5 years  
Active on the board since: 2004  
Positions held on the board: director  
Attended National Conference: 2003, 2004

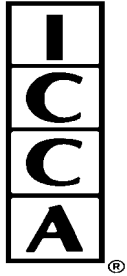
#### About John's company:

Alphalon Business Solutions provides comprehensive solutions for the financial, marketing, CRM, and software development industries. Areas of expertise include project management, business analysis, database design, data modeling, application design, Oracle PL/SQL development, and MS SQL Server development. Special application capabilities include product design, data warehousing, data mining, CRM, marketing and financial applications

*(Continued on page 3)*

### In this issue.....

<i>From the President.....</i>	<i>1</i>
<i>Meeting information.....</i>	<i>2</i>
<i>Welcome New Members.....</i>	<i>3</i>
<i>Upcoming meeting dates.....</i>	<i>3</i>
<i>HIPAA (Health Insurance Portability and Accountability Act).....</i>	<i>4</i>
<i>Unique Needs and Requirements of Vertical Customer Segments.....</i>	<i>5</i>
<i>Delaware Valley Tech Calendar.....</i>	<i>7</i>
<i>Board of Directors.....</i>	<i>7</i>



**Meeting  
Information  
610-394-9090**

**info@iccaderval.org  
www.iccaderval.org**

6:00 P.M.            Networking & Cash Bar  
7:00 P.M.            Dinner  
8:15 P.M.            Meeting & Program

Entire Evening Prepaid	\$30 Members	\$40 Guest
Entire Evening at Door	\$40 Members	\$45 Guest
Networking/Speaker	Free Members	\$5 Guest

**First time guests pay member rates.** Prepayment must be received and cancellations for refunds must be made by Monday before meeting. Credit Cards accepted (MC, Visa, Discover). If there is more than one person in your party, we request that you pre-pay. Note that making a reservation is a promise to pay. "No-Shows" will be billed.

Mail Check Payable to:  
ICCA Delaware Valley  
125 N. Highland Avenue  
Lansdowne, PA 19050

**Join the ICCA!**

**Become a part of the region's premier association for Independent Computer Consultants.**

**Membership rates are:**

- \* \$100 Local Chapter Dues
- \* \$175 National dues for 1 person firm
- \* \$225 National dues for 2-9 person firm
- \* \$275 National dues for 10+ person firm
- \* \$25 National Processing fee  
(1st time only)

This Translates to:

- \* \$300 for a first-time 1 person firm
- \* \$275 subsequent years for 1 person firm

Call **610-394-9090** to request an application, or fill out membership application on line at [www.icca.org](http://www.icca.org)



**TOP TOPICS at  
ICCA DeVal  
2004-2005**

by Kathleen Conti, WebSquared, LLC

I have always found it very frustrating that when you come home from a holiday you have 10,000 things to do. But that is where I find myself after arriving home from Australia last week.

2005 is going to be a very busy year for me so I have decided to get an early jump on the 2005-2006 schedule. I am going to start organizing speakers and locations so let me know if you have any suggestions. We have earnestly been **looking for new locations in the King of Prussia and Centre City areas**, but have been unable to find something in the right price range that has the facilities we need for our meetings. Any suggestions you may have would be greatly appreciated.

Our January meeting was by **Jon Bogen** who presented topics from his book — **Best Practice - HIPAA IT Handbook: Strategies to Protect Health Information**. We had a really good attendance for this meeting and the survey results indicated that it was a good presentation.

Our **February** meeting will be held at our **Claymont, DE** location (see the website [www.iccaderval.com](http://www.iccaderval.com) for more detailed information). It will be presented by **Douglas Neary, President, Longford Consulting Group** who will be discussing — **The Business of RFID: A Review of Marketplace Trends and Best Practices**. This is a presentation I have been looking forward to for a few months, most of all because I will actually be able to attend. See you there.

**Meeting Locations:**

**(Please call the hotel for directions.)**

**Philadelphia Airport Hilton**

215-365-4150  
4509 Island Avenue  
Philadelphia, PA

**DoubleTree Guest Suites**

610-834-8300  
640 W. Germantown Pike  
Plymouth Meeting, PA

**Clairon Hotel**

856-428-2300  
Route 70 & I-295  
Cherry Hill, NJ

**Holiday Inn Select**

302-792-2700  
630 Naamans Road  
Claymont, DE



# Here, Here! Welcome, New Members!

### Andrew Bartkowski

3307 Pasqualone Blvd, Bensalem, PA 19020

215-757-4188

andyb9020@comcast.net

**Expertise:** PC specialist MCP in Windows 2000

## From The President

*Continued from page 1*

### John's interest/reason in being president:

"Consultants and the ICCA at both the local and national level are facing severe challenges in this ever-evolving business landscape. How the ICCA and its members respond to these challenges will help determine the future viability of the organization and its members consulting practices. I don't have all the answers, but with an open mind and working with members, I'd like to play an active part in the search."

Since John is currently a director with one year remaining, if he is elected President, a director will need to be appointed to fill his position for one year.

### In Summary, this is the current ballot for March:

President: two years	John Erthal running
Secretary: two years	Cynthia Cole-Macia running
Director: two years	Keith Mast running
Director: two years	<i>no candidates</i>
Director: one year	<i>no candidates</i>

This is an excellent time to join the board. I speak from my experience of four years when I say **it is valuable to serve on the ICCA board...valuable to the ICCA, and valuable to you.** If you would like to run for an office, please contact me at [President@iccadelval.org](mailto:President@iccadelval.org). I will discuss the duties of the open positions with you. *Note: you may run for a position even if another person is already running.*

### ICCA Delaware Valley Shirts

**\$25 per shirt. Various colors available.**

Size	S	M	L	XL	XXL
Color	Green	Ecru	White	Navy	

Qty \_\_\_\_\_ Total Enclosed: \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

### ICCA Delaware Valley Mugs.

**\$5 each**

Name \_\_\_\_\_

Address \_\_\_\_\_

Email \_\_\_\_\_

Qty \_\_\_\_\_ Total Enclosed: \_\_\_\_\_

Send this form with check payable to:

ICCA  
125 N. Highland Ave  
Lansdowne, PA 19050

Or call/email your VISA/MC/Discover card number, expiration date, and total dollar amount of order to

610-394-9090  
[icca@erols.com](mailto:icca@erols.com)

Shirts/mugs will be ready for pickup by the following meeting.

# HIPAA ( Health Insurance Portability and Accountability Act)

by Jon Bogen, Founder and President of HealthCIO

Originally HIPAA (Health Insurance Portability and Accountability Act) was passed in 1996 as the Kennedy-Kassebaum Law. It's primary intent was to allow portability of health coverage when employees change jobs. The administrative simplification requirement was tacked on whose intent was to allow for lower cost electronic systems for health care transactions using a defined set of standards. The privacy rule was finalized and required compliance in 2003. The last HIPAA compliance standard that remains to be adopted is the security rule lays out a number of rules for compliance involving ePHI (electronic protected health information).

Often HIPAA is referred to the **Y2K times ten** because the cost to comply is much greater. HIPAA is not strictly a technology requirement. *It is mainly about reordering business processes and a major culture change for health care organizations.*

HIPAA is about three main areas of legislation and compliance.

- 1 Transaction and Code Sets required compliance by October 2002 but can apply for a one year extension.
- 2 Privacy compliance was required by April 2003.
- 3 Security compliance is required by April 21, 2005.

The rules introduced a new implementation concept for many of the standards as "addressable" versus "required." This distinction allows health care providers to **develop a plan for dealing with many of the standards without requiring a specific implementation method.** So for example, the final rules make encryption for transmitting PHI *addressable* whereas authentication is required. The rules also have done away with the arbitrary distinction of technical safeguards for "data at rest" vs. "data in transit."

The rules require a Security Officer or team just as the privacy rules require a Privacy Officer. In the post-9/11 world, we are all acutely aware of the importance of contingency planning. Here HIPAA mandates three requirements; a data backup plan, a disaster recovery plan and lastly, an emergency mode operation.

The business associate contract must require that the business associate implement administrative, physical and technical safeguards to protect electronic PHI. This requirement also applies to any of the business associate's subcontractors which as the

covered entity you may not even be fully aware.

According to a recent survey of health care providers and insurers, only 56% of physician practices were submitting in a compliant format and about 60% for institutional (hospital) claims were in a HIPAA compliant format (May 2004, [Phoenix Health Systems](#) and [HIMSS](#)). **If you are just now getting involved in complying with HIPAA, it is not too late.**

For security, the first task is to conduct a risk analysis of potential security threats to ePHI followed by a risk management process. Risk analysis means that you have determined what are the possible security problems and risk of occurrence. Risk management is the process to deal with the concerns identified in the risk analysis. Once the risk analysis is complete, there are a number of tasks to complete which is where project planning is absolutely necessary. Luckily you do not have to create one from scratch but can use **many tools that are freely available** on the Web.

A Google search of HIPAA pulls in over 4.4 million hits but hopefully some of the enclosed websites will prove more useful.

1. CMS link to the Final Security Rules <http://cms.hhs.gov/>
2. HIMSS [www.himss.org](http://www.himss.org)

\*\*\*\*\*

## About the Author:

*Jon Bogen is founder and President of HealthCIO Inc ([www.healthcio.com](http://www.healthcio.com)), a training and consulting firm focused on information technology to the healthcare industry. He can be reached at (484) 716-9132 or [Info@healthcio.com](mailto:Info@healthcio.com).*

.....

• **Consulting Matters** always welcomes newsletter article submissions. If you have an article that would be of interest to the computer consulting community, send your article to: [newsletter@iccaderval.org](mailto:newsletter@iccaderval.org).

• MS-Word or plain text is preferred. Article submission deadline for the February Issue of *Consulting Matters* is **February 21st**.

.....

# The Importance of Understanding the Unique Needs and Requirements of Individual Vertical Customer Segments

By William K. Pollock

The requirements for high technology business service and support in today's market are vastly different from the historical ways of doing business back in the 1990s for a number of reasons, including the increasing sizes and complexities of customers; the high intensity of services marketing and vendor competition; and the increasingly global nature of services delivery. However, to be fully prepared to address the total needs of customers in a vertically-defined marketplace, it remains *imperative* for business services providers to also understand the unique needs and requirements, preferences and expectations; operating characteristics; and decision-making and purchasing patterns of customers in each of the key segments that it serves.

Only by understanding, *and acting upon*, these key characteristics and patterns can a services organization hope to eventually succeed in meeting the unique needs and requirements of all of its customers, in all vertical segments. There are, however, essentially five easy guidelines that can be used to facilitate an understanding of the specific needs and requirements of individual vertical segments.

***“If you don't speak their language, they won't think you understand their business”***

All company personnel that have any customer contact, either direct or indirect, must be familiar with the terminology, technology and “*buzz words*” used within the segment. They will need to communicate *articulately* with contract administrators, department heads, purchasing managers, as well as equipment operators and technicians. As a result, they will also need to be trained to understand key customer issues *in their own words*, names and examples.

***“If you know who to sell to, you can shorten the services sales cycle”***

Knowing who to sell to within the prospect organization is critical to the success of any sales effort. However, in order to be in a position where you can effectively differentiate between the decision-influencers and the decision-makers, you will first need to understand the organizational structure and hierarchy of the segment. This will require an enlightened

*Continued on page 6*

---

## ICCA Upcoming Dinner Meeting Dates 2005

✳ **2/10** Holiday Inn Select, Claymont, DE

**Topic:** The Business of RFID

**Presented by:** Douglas Neary - President, Longford Consulting Group

**Description:** The world is abuzz with RFID. Literally. From CIO magazine to the Wall Street Journal, much current-day emphasis is being placed on the technical details of physically detecting and capturing data from RFID tags or on the over-hyped and largely misplaced concerns about consumer privacy protection. But what about the business of RFID?

✳ **3/10** Doubletree Guest Suites, Plymouth Meeting, PA  
\*\*\*\*Joint Meeting with TEMPO\*\*\*\*

**Topic:** The State of e-Learning at Merck Pharma

**Presented by:** Jim Phelan, Senior Director of Organizational Learning  
Merck Pharmaceuticals

**Description:** This presentation will look at the state of eLearning at Merck & Co and what marketing efforts are being utilized to bring the message to the masses. The presentation will explore “horror stories” regarding eLearning initiatives, look at marketing efforts through the eyes of the learner, explain some of the signs that an organization is ready for eLearning, and discuss best practices that are working at other companies.

# The Importance of Understanding the Unique Needs and Requirements of Individual Vertical Customer Segments

By William K. Pollock  
*Continued from page 5*

understanding of the various titles, responsibilities and roles generally utilized within the segment, as well as the specific names relating to each within the prospect organization.

***“If you know who is involved in making the decision, you can ensure that they have everything they need from you”***

The decision-making process, and ultimately the services sales cycle, can be both expedited and facilitated if your sales and marketing personnel have a *prior understanding* of who is involved in the process, how many individuals get involved, who “calls the shots”, how long the process takes, what they need to know, and when they need to have it. Any incomplete information provided will simply extend the overall length of the process, and any extraneous information will create “noise”. Information given to the “wrong” individual may be worse than not providing it at all.

***“If you understand their cost constraints, you can package your services more attractively”***

All prospects are likely to inform you of their various cost constraints right from the outset. However, services sales personnel should be trained to distinguish “real” from “perceived” costs as a result of an initial prospect meeting and needs assessment. They should further be able to identify prospect thresholds for *cost vs. value*, and build a payment plan that addresses these issues accordingly. The most appropriate “packaging” of services and price must be developed for each segment and prospect, and your service sales personnel must be equipped to do so.

***“If you understand how your customers are growing, you can grow along with them in meeting their changing needs”***

By understanding your customers’ plans for growth, along with their anticipated timetables for change, you will be better prepared to gauge the expected impact of those changes on your customers’ consulting requirements. If you can anticipate their changing needs, you will also find yourself in a much better position to meet their changing services expectations.

Consultants must understand not only how to support the entire scope of the proposed consulting effort, but also *how to support the customer* throughout the engagement - and this may vary greatly from one vertical segment to another. As a result, the most successful services providers will typically be those which:

- 1 Understand both the current and emerging needs of the vertical markets;
- 2 Are organized and structured to address the specific needs of each key segment;
- 3 Are prepared to grow ahead of, or along with, the overall growth of the market;
- 4 Are prepared to offer more than just “bare bones” consulting support; and
- 5 Are prepared to “partner” with their customers in order to ensure that all of their consulting needs and requirements are being met.

## **About the Author:**

William K. Pollock is president of Strategies For Growth<sup>SM</sup> (SFG<sup>SM</sup>), the Westtown, Pennsylvania-based services consulting firm specializing in strategic business planning, services marketing, CRM consulting, market/survey research, and customer satisfaction measurement and tracking programs.

Bill may be reached at 610-399-9717  
or via e-mail at  
[wkp@s4growth.com](mailto:wkp@s4growth.com).

SFG<sup>SM</sup>'s website is accessible at  
[www.s4growth.com](http://www.s4growth.com).

# February Tech Calendar

## 10- Feb

Project Management Institute -  
Delaware Valley Chapter Meeting  
'How to Attain Project Success'  
6:00 PM - 9:00 PM  
Best Western Hotel  
Philadelphia Northeast  
[http://www.acteva.com/  
booking.cfm?bevaid=81210](http://www.acteva.com/booking.cfm?bevaid=81210)

## 10- Feb

Delaware Valley ICCA Meeting  
The Business of RFID:  
A Review of Marketplace Trends and  
Best Practices  
Douglas Neary, President,  
Longford Consulting Group  
6:00 PM - 9:30 PM  
Holiday Inn Select  
Claymont, DE  
[www.iccadelval.org](http://www.iccadelval.org)

## 15- Feb

Computer Professionals of Center  
City  
**Networking Event**  
**7pm - 9pm**  
The Irish Pub  
2007 Walnut Street  
Philadelphia, PA  
Free with cash bar.  
RSVP for a free pre-printed nametag.  
Contact: David Lynn, Webmaster,  
[webmaster@cpcentercity.com](mailto:webmaster@cpcentercity.com),  
or visit the website,  
<http://cpcentercity.com>

If you hear of an event that  
would be of interest to our  
members, send the meeting  
notice to  
[newsletter@iccadelval.org](mailto:newsletter@iccadelval.org)

# ICCA Delaware Valley Board of Directors Committees and Other Contacts 2004-2005

### President/Webmaster

Keith Mast  
Mast Consulting, LLC  
WebSite: [www.iccadelval.org](http://www.iccadelval.org)  
E-Mail: [president@iccadelval.org](mailto:president@iccadelval.org)

### Education Chair

Mike Herrera  
Client Server Specialists, Inc.  
Voice: 610-992-9287  
E-mail: [mherrera@cssi.org](mailto:mherrera@cssi.org)

### Vice-President

Michael McAndrews  
Logic Choice Inc.  
610-324-5721  
[Michael.McAndrews@LogicChoice.com](mailto:Michael.McAndrews@LogicChoice.com)

### Newsletter Editor

Diane Herrera  
Client Server Specialists, Inc.  
Voice: 610-992-9287  
E-Mail: [newsletter@iccadelval.org](mailto:newsletter@iccadelval.org)

### Secretary

Cynthia Cole Macia  
Computer Concepts and Methods  
Voice: 610-649-2769  
E-mail: [CindyCole@ccam.biz](mailto:CindyCole@ccam.biz)

### Program Coordinator

Kathleen Conti  
WebSquared, LLC  
Voice: 610-344-9446  
E-Mail: [kconti@websquared.com](mailto:kconti@websquared.com)

### Treasurer

George R. Smith  
GRS Associates  
Voice: 302-478-5919  
E-mail: [grsassociates@juno.com](mailto:grsassociates@juno.com)

### Directors

Kathleen Conti  
WebSquared, LLC  
610-344-9446  
E-mail: [kconti@websquared.com](mailto:kconti@websquared.com)

### Chapter Administrator

Linda Falotico  
ICCA Delaware Valley  
PO Box 835  
Lansdowne, PA 19050  
Voice: 610-394-9090  
E-mail: [info@iccadelval.org](mailto:info@iccadelval.org)

John Erthal  
Alphalon Business Solutions, Inc.  
E-mail: [jerthal@alphalon.com](mailto:jerthal@alphalon.com)

Leigh Weber  
Weber Consulting Services, L.L.C.  
Voice: 215-519-1697  
E-mail: [lweber@weberconsult.com](mailto:lweber@weberconsult.com)

Rose McNeill  
Neillix Networks, L.L.C.  
Voice: 267-978-6503  
E-mail: [rmcneill944@comcast.net](mailto:rmcneill944@comcast.net)

### ICCA Disclaimer Notice

Discussion of any legal issues in any article that appears in this publication is presented as educational material only. The Independent Computer Consultants Association, Inc. does not and cannot take responsibility for any statements made within this publication as to the meaning or effect of any federal or state law, statute, regulation or ordinance, and any opinions expressed in this publication as to such meaning or effect are the opinions of the authors and are not the opinions of the Independent Computer Consultants Association, Inc. Any actions or legal steps taken should be thoroughly reviewed with your personal attorney or tax consultant, as laws vary from state-to-state and also because the facts of your situation may not support application of any rule, statement, or suggestion that may be printed in this publication.