



SmartCEO's  
**EXECUTIVE  
MANAGEMENT  
AWARDS**

HONORING YOUR LEADERSHIP TEAM MEMBERS

## Continuum Health Alliance, LLC

**SEAN PORRINI**

COO

YEARS IN ROLE: 4

INDUSTRY: Healthcare

LOCATION: Marlton, NJ

FOUNDED: 1998



**IN A NUTSHELL:** Continuum Health Alliance is a healthcare management company that provides comprehensive services in revenue cycle management, administration, finance/accounting and information technologies. Continuum also provides consultant services for entity formation and hospital programs, working within a wide spectrum of organizations with diverse needs.

“I try to communicate well with my staff. As a company, we seek to continually embody a vision-driven, high-performance culture. Ongoing reminders at all levels of the organization reinforce this message with dialogue to ensure that the company’s strategy and mission are understood.”

— Sean Porrini, COO, Continuum Health Alliance, LLC

**MOVING FORWARD:** Continuum COO Sean Porrini designed the company’s operational metrics by using an organic approach that incorporates the directors and managers as part of the process. Porrini and the team at Continuum believe that this approach empowers the individuals responsible for the delivery of services to take ownership of their metrics. These departmental metrics are the building blocks from which the company’s forecasting model is developed, and they’re a key part in the company’s growth plan.

**MEMBERSHIP ROSTER:** Porrini is a member of the American Institute of Certified Public Accountants, the Pennsylvania Institute of CPAs and Mensa.

**PROMOTING TEAMWORK:** Communicating the company’s strategy and mission is an essential part of the corporate culture at Continuum. Porrini makes it a point to lead his team by example. The executive team and management’s actions are always in accordance with the company’s strategy and mission, and Porrini and the entire executive team foster that behavior by providing annual training and education sessions that include team-building activities.

**EXCEEDING EXPECTATIONS:** As the COO, Porrini has exceeded operational efficiencies by employing several different methodologies. Through the use of financial and predictive

modeling, performance and measurement tools, a client satisfaction initiative and cutting-edge technological solutions, the company employs an integrated approach toward achieving operational efficiencies.

**KEEP CUSTOMERS HAPPY:** To better understand the needs of customers, Porrini and the team at Continuum kicked off a client satisfaction initiative last year that utilized anonymous surveys, client meetings and focus groups. The strategy greatly improved the company’s margins on new business and lowered fixed costs as a percentage of revenue.



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