Company Information:
Custom Analytica is a Canadian based company delivering evidence-based healthcare consulting services to healthcare professionals, academic investigators, and government policy setters and managers. Areas of expertise include project management, data analysis, and communication.

Mission:
Advance timely, evidence-based solutions to the qualitative and quantitative research questions and analytical challenges faced by clients.

Vision:
Clients satisfied beyond their expectations because product-solutions were delivered: i) as requested, ii) on-time, and iii) with post-delivery support to ensure satisfaction.

Services:
• **Operationalization, implementation, and management** of healthcare and research projects, whether large or small.
• **Qualitative analyses**, including environmental scans, focus groups and focused interviews, to summarize and aid in the understanding of information not easily or immediately quantifiable.
• **Quantitative analyses** ranging from basic descriptive analyses to more complex regression analyses, allowing a more comprehensive understanding of data, including insights into causal attributions among variables.
• **On-line surveys**, including web form design, secure on-line data collection, analysis, and reporting of results.
• **Communication**, written or verbal: i) to develop and sustain positive and productive relationships, ii) to facilitate partnership, collaboration and teamwork, and iii) to facilitate knowledge transfer and exchange.

Contact:
Patty Montague - Principal
Custom Analytica
25 Crestwood Place
Guelph ON N1E 4M4

Tel: (519) 212-9372
Email: montague@customanalytica.ca

Evidence Based Healthcare Consulting
Resources:

**Patty Montague, BSc, MSc (Epidemiology) - Principal**
With more than 20 years of progressive experience in healthcare research and project management, Ms. Montague offers proven ability and excellence in the development, launch, and management of large, complex national and international projects, including programs leading to the identification of gaps in health care and to the use of evidence-guided policy decisions to reduce such gaps.

**Julie West, MEd**
Ms. West is a principal in westresearch, a Canadian company specializing in web form design, hosting, statistical compilation, and analytics related to on-line surveys. She has conducted more than 50 on-line surveys, ensuring clients in health care and academia achieve their research and analytical goals.

**Dianne Pittman, MD, MSc, FRCP, CHE**
Dr. Pittman is a practicing psychiatrist and the Director of Specialized Psychiatry at the Homewood Health Centre (Guelph, ON). As well, she is an Assistant Clinical Professor at McMaster University and a Certified Healthcare Executive. Beyond her clinical, administrative, and educational responsibilities, Dr. Pittman is particularly interested in healthcare leadership and management, strategic planning, and organizational effectiveness.

**Terry Montague, CD, MD, FRCP**
Dr. Montague is a physician, researcher and author, currently a principal in CareNet Corporation, a health management consulting company, and Adjunct Professor of Medicine at the University of Alberta. Previously, he was Vice-President of Patient Health at Merck Frosst Canada Ltd. and Professor of Medicine at the Universities of Dalhousie, Alberta and Montréal. He is also a veteran of military service in Canada and overseas. His professional focus is the improvement of the care and outcomes for our aging population with chronic disease, around which he has published widely, including popular textbooks such as: “Patients First - Closing the Health Care Gap in Canada”; and “Patient Health Management for Dummies”.

**Chris Perlman, PhD**
Dr. Perlman is the Associate Director of the Homewood Research Institute (Guelph, ON), a centre focused on improving quality of life across the lifespan. Dr. Perlman is experienced in using qualitative and quantitative information to understand health care needs, organization, outcomes, and quality. His research interests centre on improving quality of healthcare through the design of tools for guiding quality improvement and evaluating performance. Within a knowledge mobilization framework, Dr. Perlman has specific experience in the design of quality indicators, report cards on quality, and methods for conducting fair comparisons of healthcare quality.
Lynn Martin, BA, MA, PhD
Dr. Lynn Martin is an Associate Professor in the Master of Public Health program at Lakehead University, has Adjunct status in the Department of Health Studies & Gerontology at the University of Waterloo, and is affiliated with the Homewood Research Institute (Guelph, ON). She is a member of interRAI (an international research consortium, www.interrai.org), and is on the Chief Editorial Board for the Journal on Developmental Disabilities (www.oadd.org). In 2007, she received a 5-year Career Scientist Award from the Ontario Ministry of Health and Long-term Care to examine integration, equality, delivery, and outcomes in mental health services.

Dr. Martin’s work mainly focuses on vulnerable population health (e.g., persons with intellectual or developmental disabilities, persons with mental illness, and older adults) and integrated information systems for health and social services. She co-led the development of an assessment system for persons with intellectual disabilities that has been used by the Ontario Ministry of Community and Social Services and the Michigan Mental Health and Substance Abuse Administration during various phases of deinstitutionalization in those jurisdictions. She is also co-author on instruments developed for emergency and community-based mental health services that help to promote continuity of mental health care.
Project Experience:

**Assisted In Reducing A Hospital’s HSMR**
Adapted SAS code, used by the Canadian Institute of Health Information (CIHI) to generate the Hospital Standardized Mortality Ratio (HSMR) for hospitals across Canada, for use by an individual institution. Analysts at that particular hospital were thereby enabled to generate the hospital’s HSMR, for time periods and patient subgroups, as requested by senior staff. This work contributed to overall quality improvement efforts and to the reduction of this hospital’s HSMR.

**Analysed Depression In Seniors In Residential Care**
Conducted a literature review, and a subsequent statistical analysis, of depression in seniors in Residential Care in Canada. A final report was submitted to, and published (May 20, 2010) by, CIHI. The results are anticipated to i) enhance understanding of depression and depressive symptoms among seniors in LTC, including the associated burden of medical, social and functional disabilities; and, ii) provide insights for improved comprehensive management.

**Qualitative Analysis**
Conducted an Environmental Scan of Community Mental Health (CMH) services in Canada, submitting a Final Report to CIHI. The information contained therein will be used to inform and guide future stakeholder consultations and other components of the CIHI initiative for community mental health and addiction services.

**Quantitative Analysis**
Performed an analysis of data quality for the CIHI Continuing Care Reporting System (CCRS) Data Quality Report. The results of the Data Quality Report will be used by CIHI to focus efforts aimed at continued improvement of data quality and to provide relevant information to stakeholders who might use the data.

**Assisted In Developing Safety Indicators**
Assisted researchers at the University of Waterloo and the University of Toronto in the development of safety indicators for use with the Minimum Data Set version 2.0 (MDS 2.0). The MDS 2.0 is an instrument for assessment and care planning in Long Term Care facilities. The safety indicators will help to identify those at risk of injury or poor safety-related outcomes.

**Co-Authored Scientific Papers**
Co-authored a number of scientific papers on a variety of topics, contributing analytical, interpretative, and writing expertise.
Recent Publications:

**Patty Montague - Principal**


**Terry Montague**

Dianne Pittman

Lynn Martin
Chris Perlman