



## **Andrew Reed,**

**CEO & Chief Teaching Officer**

System Analyst/CPA

Multi-View Incorporated – Recording Artist with  
Universal/Virgin Music Groups

Andrew is known for many things, but primarily for his music and expert organizational work, and especially Hospice. He is a critically acclaimed songwriter/studio guru/guitar whiz with Universal/Virgin Music Group under WorldSound/Artists International, with numerous Billboard and other global charting successes with his own releases, as well as a producer of other artists. He is also the founder and CEO of Multi-View Incorporated. Reed also has a unique Podcast, *"What Are You Willing to Throw Your Life Away On?"* where he liberally shares ultra-practical advice and ideas as well as philosophical explorations on the topic of Life itself! He has lived a BOLD life, which has led to some staggering worldly achievements in the arts as well as business. However, these attainments have been accompanied by truly catastrophic losses, including 2 children, wives, health - through breakdowns and injury, properties & material possessions in natural disasters...and a few fortunes along the way in the process of epic come backs. All of this experience comes out in the depth and profound nature of his music, public speaking, writings and companies he creates or helps build.

Through the Multi-View Incorporated family of companies, he has become one of the most influential people in the United States regarding the operations of Hospice and Homecare organizations. He has worked with over 1,300 organizations in the United States and abroad over the past 30 years. He is perhaps best known for "the Model" - a modern approach to Health System and Homecare management which creates a high-quality, predictable experience that produces phenomenal economic results. Through humility and openness, he has helped organizations 1) Quantify and 2) implement "Best-Known Success Patterns/Practices" in management that have created some of the most

successful platforms in the history of the Hospice movement, resulting in some of the highest valuations based on World-Class Quality, accompanied by World-Class economic performance, as a natural by-product of Quality. These results have been achieved by bringing meticulous FOCUS to virtually every aspect of the care experience, including Perfect Phone Interactions, Perfect Visits with Perfect Documentation and Perfect Financials. All are designed to create a high-quality, predictable experience for *every patient, every time*. Andrew has been the CFO for many Hospices and Homecare entities and has served on a great number of Boards of Directors, as well as being the interim CEO during turnarounds. At this point, Andrew has trained over 12,000 CEOs and Executives and serves many financial/equity entities' Boards as an advisor. Andrew formed Multi-View Incorporated (MVI) in 1996 to help organizations become “transformative” for all touched through dedication to the highest quality and ideals in the human experience. MVI has multiplied into several different companies, including MVI, MVI Systems, MVI Benchmarking, MVI Properties and MVI Media. Andrew has personally visited hundreds and hundreds of Hospices and Homecare organizations.

He has also produced top Billboard records and worked with Grammy-winning artists and nominees. *If All the World Were Right* was #15 on the Global Top 50 Adult Contemporary Airplay Chart and #31 Billboard Mainstream Top 40. He has also produced a Top 5 Billboard album.

### **What is MVI in 161 Words...**

Perhaps no other organization has meticulously considered and cared enough about the Hospice and Homecare experience to break down and systematize everything from phone interactions to clinical visits to revolutionary bereavement to enormous utilization of volunteers to the economic welfare of the mission. After working with over 1,300 Hospices and Homecare entities, MVI starts with Benchmarking for professional perspective, extracting 989 data-elements with 922 cross-calculations on a *monthly basis* from 1,000+ organizations through proprietary software and then guides an organization through “the Model” with its establishment of 1) Clear, 2) Impressive and 3) Sustainable Standards based the actual Best-Know Success Patterns/Practices of the 90<sup>th</sup> percentile derived from MVI’s national Benchmarking database. Then, via an Extraordinary People Development System, an organization with near-flawless Quality is created, where it can go days, sometimes weeks, and even “thousands of visits” between complaints, service failures, screwups or documentation errors. Economic results are often 200-400% above average and are a natural byproduct of radically increased Quality.