

**From the San Francisco Business Times:**

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## **Health Care**

# **HFS expects health uptick to triple sales**

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HFS Consultants, an Oakland-based health care specialty shop that launched in 1991, is celebrating its 20th anniversary this month with a host of hospital clients mostly in California and on the West Coast.

Started by **Richard Gianello**, **Steven Rousso** and **John Pfeiffer**, it had just four employees initially.

It now boasts 90, along with a projected \$15 million in 2011 revenue, up from \$14 million last year. HFS has satellite offices in Fresno, Glendale, Poway and Santa Ana.

The firm typically has 50 or 60 projects at any given time, says Gianello, HFS's president.

Rousso is senior principal and Pfeiffer is a principal and director of reimbursement services and financial services.

Clients often tend to be public or district hospitals or stand-alone facilities, such as **Alameda County Medical Center**, St. Rose Hospital in Hayward, where HFS is investigating a cash crunch, **Children's Hospital & Research Center Oakland**, **Alameda Hospital** and **Marin General Hospital**, but HFS also does work for giant **Kaiser Permanente** and **John Muir Health**, among others.

Gianello hopes HFS will more than triple revenues to \$50 million in the next six or seven years, due to growth in areas such as the formation of accountable care organizations, seismic rebuilds in California, and dealing with updated national health-care claims codes, set to take effect in October 2013.

Chris Rauber's beats include health care, insurance and the wine industry for the San Francisco Business Times.