



CASE STUDY
Excelsa Health

The Challenge

Like the majority of its peers, Excelsa Health, a health system in western Pennsylvania, had historically purchased its power through a consortium of other hospital systems. But like many large healthcare providers, Excelsa was encountering challenges managing its energy usage while still meeting the needs of patient care and satisfying regulatory requirements.

Excelsa has historically been known as a forward-thinking company with respect to managing energy usage. In fact, they have been awarded for energy efficiency efforts throughout the 2 million square feet of its three hospitals and satellite facilities. Healthcare systems are under such close regulatory scrutiny, Excelsa moved cautiously with regard to energy management. But even after taking measures to reduce the non-energy portion of their bill, utility costs made up more than 50 percent of Excelsa's facility operating budget, making reducing energy costs the next priority.

"We're obligated to support our mission, and Excelsa's mission is to improve the health and well-being of every life we touch," said Dan Robison, director of facilities, real estate and construction for Excelsa. "By being conscious of our energy usage and carbon footprint and being good environmental stewards, we are really supporting our mission and it's how we're ultimately held accountable." After receiving grant money from the Sustainable Energy Fund of Pennsylvania, Excelsa conducted an energy audit to benchmark its energy usage and uncover opportunities to improve efficiency, reduce energy usage and improve its carbon footprint.



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— DAN ROBISON
DIRECTOR OF FACILITIES, REAL ESTATE
AND CONSTRUCTION





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The Bright Idea

Seeking a new perspective on how to understand and manage its energy usage, Excela approached Direct Energy Business for a suite of solutions to identify potential cost savings and boost energy efficiency without significant capital investment.

After carefully assessing Excela's needs and how its products could help provide solutions, Direct Energy Business leveraged its extensive experience in the healthcare energy sector to present a plan that included a variety of solutions designed to meet Excela's specialized needs.

These included:

- Electric and gas service
- Load Following Block & Index, which offers a unique combination of budget stability and purchasing flexibility. This strategy allows Excela to play an active role in managing its energy costs by executing purchases to both protect its budget and capitalize on favorable changes in the market
- Demand Response, which allows Excela to curtail energy usage at peak demand times and potentially receive payment for energy saved, allowing for more stability in energy budgeting
- InvoiceASSURE, a cost-effective solution that streamlines the invoice auditing and management process for all of a company's utility bills, allowing Excela to easily aggregate all its utility data for timely reports and devise effective strategies for controlling utility costs.
- Panoramic Power™, a specialized wireless monitoring and intelligence solution, allows Excela to track the performance and energy usage of individual devices and systems, then provide the company with the information to improve performance and efficiency

Powerful Solution

Over the years, Excela has been approached by a number of providers offering energy reduction products and measures, and Direct Energy Business was able to offer a comprehensive suite of solutions to meet Excela's specific requirements.

With the proposed solutions, Excela has the potential to save an estimated \$1.35 million throughout its system over a three-year period and without having to make associated capital investments.

Excela will further benefit from the relationship with Direct Energy Business as the sole provider for all of the offered solutions, by eliminating the need to manage multiple supplier relationships.



About Direct Energy Business

Direct Energy Business is one of the largest commercial retail energy suppliers in North America. Our size, financial strength, and more than 25 years of experience position us to competitively serve our customers with a powerful combination of industry-leading products, straightforward guidance and personalized service. We are committed to leveraging our size, strength and extensive reach to make our customers' businesses better across North American energy markets.

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