

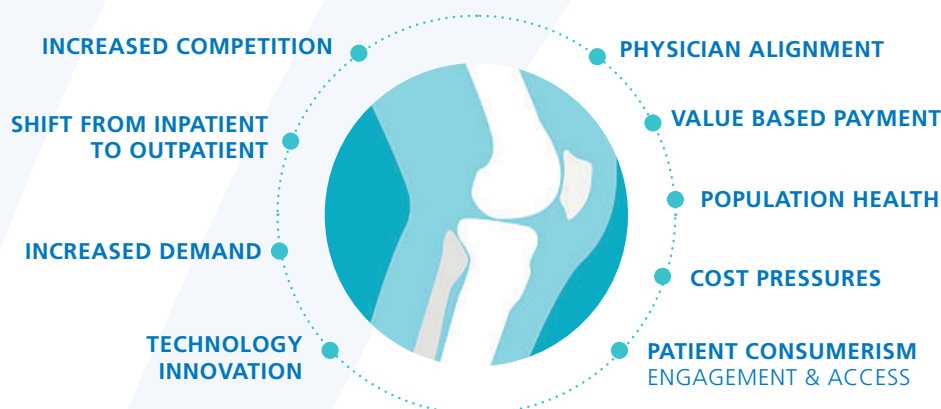


## Are You Positioned to Take Advantage of Increased Demand in Orthopedics?

An aging population, baby boomers who expect to do more at later ages, increased rates of obesity—they are all anticipated to increase patient demand for orthopedic services. But changing market dynamics and the continued prevalence of influential independent orthopedic practices will lead to increased competition, requiring innovative strategies and focused execution for continued success in orthopedics.

Veralon can help you strengthen your market position and grow your orthopedic service line with a range of initiatives, including:

- Developing an orthopedic service line strategy or new business plan
- Assessing service distribution and rationalization across newly merged entities
- Expanding your orthopedic service area through ambulatory service development
- Assessing the market and financial impact of the shift of joint replacement and other procedures from inpatient to outpatient
- Optimizing your response to Medicare and commercial payer bundled care
- Assessing and pursuing affiliations, partnerships, and joint ventures



### WHY VERALON?

Veralon has the expertise to address the challenges you face in growing your orthopedic service line. We are:

**National thought leaders in strategic and business planning**, and experienced in orthopedic service line planning and program development to strengthen market position.

**On top of the most recent developments in orthopedics**, including trends in clinical care, services, settings, operations, and reimbursement/payment, so we can help you to anticipate market shifts.

**Deeply knowledgeable about hospital-physician dynamics**, and have developed many creative partnerships between hospitals and orthopedic surgeons.

**Experienced in ambulatory care planning and service development** including market assessment, project feasibility, facility planning, and physician partnership development.

**Ready with strong data analytics tools** to support and optimize your performance under value-based arrangements.

**Expert in financial analysis and modeling**, to assess the impact of proposed initiatives on your health system.



Veralon will tailor our work to the specific needs of your organization.

### **Orthopedic Service Line Planning and Development**

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As orthopedic care shifts towards outpatient settings, Veralon can assist with planning that addresses both inpatient and ambulatory components. Our work can include:

- Market assessment and demand projections
- Financial analysis and modeling
- Care model development
- Medical staff productivity assessment
- Facility planning and development
- Service line governance refinement
- Feasibility analysis
- Marketing/branding

### **Post-Affiliation Integration Planning**

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After a merger, acquisition, or other affiliation, post-merger planning can expedite integration. Veralon can help integrate orthopedic services and optimize performance across the continuum of orthopedic care, by:

- Creating an inventory of current orthopedics initiatives
- Identifying gaps, conflicts, and synergies
- Developing a plan to integrate initiatives
- Evaluating and optimizing the combined ambulatory care network
- Addressing cross-continuum integration (Ambulatory, acute, and post-acute care)

### **Joint Venture/Partner Selection and Co-Management**

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As an increasing proportion of orthopedics is being done on an ambulatory basis, health systems and hospitals may find themselves competing with their own physicians. We can help your organization respond to this challenge by:

- Identifying joint venture/partnership opportunities
- Defining criteria to evaluate potential partners
- Assessing potential partners
- Conducting financial analysis/modeling
- Preparing a feasibility study for the venture

### **Value-Based Payment Planning and Optimization**

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Veralon can assist with analyses and data management tools to make your program a success, including:

- Bundled payment opportunity assessment
- Performance management under bundled payment
- Pricing analyses
- Supply chain/implant analysis
- Guidance on care redesign
- Performance improvement opportunity identification
- Financial impact analyses
- Ongoing data analytics/support
- Post-acute care network development