



Strategy & Planning

Veralon’s strategy and planning services lead to sound strategic and tactical decisions. We combine your mission, vision, and goals with market realities and rigorous financial assessments, to create recommendations that are both inspiring and solidly grounded.

Veralon has the experience and expertise to support your healthcare organization in creating a powerful and effective strategy for a transforming healthcare market. In strategic planning alone, we have helped more than 700 health systems, academic medical centers, hospitals, provider networks, and specialty organizations. Our clients tend to come back—repeat clients account for 70 percent of our business.

Veralon’s seasoned, highly senior consulting team guides you in resolving the full gamut of critical decisions on a timely basis, with balance and credibility. We are expert at facilitating participative planning, and we use a collaborative approach, working with client steering committees or work groups to develop buy-in as the process proceeds, ensuring successful implementation.



WHY VERALON?

An Experienced Team

Veralon has completed nearly 5000 consulting engagements for health systems, community and teaching hospitals, academic medical centers, physician groups, ACOs, PHOs, and CINs, and health plans. Our senior staff has been providing training on strategic planning for the ACHE for years.

Deep Financial Expertise

We do meticulous financial feasibility analysis and planning on all our projects, with findings that hold up to the scrutiny of regulators. We give you a complete picture of how your strategy, financial plans, capital capacity and programmatic initiatives fit together.

Agility

We’re ready and able to respond to new needs that emerge during the planning process. Our recommendations allow for the inevitable changes in market and opportunity that occur during implementation.



Healthcare Strategic Planning

Veralon will support your healthcare organization in creating a powerful and effective strategy for a transforming healthcare market, with actionable results.

Our strategic planning services address critical issues including:

- Independence or merger?
- System integration
- Value-based payment
- Physician engagement
- Clinical programs/service lines

Leadership and Board Development

We can support your senior executives and governing boards in managing intense transition successfully, and help improve their overall performance. Our senior-level consultants have worked at the top level in healthcare organizations of all sizes. We assist leadership with:

- Executive coaching
- Post-affiliation integration and execution
- Organizational restructuring
- Facilitation and execution of complex projects
- Board assessment and development

Service Line Development and Business Planning

Veralon can help your organization determine the size and settings for each of your priority service lines. We can assist in developing physician alignment strategies to support each of those service lines, producing the greatest strategic value for your organization. Our services include:

- Business planning
- Centers of excellence/Clinical institute planning
- Physician engagement

Financial Feasibility and Modeling

Veralon performs complete and objective financial feasibility analysis based on sound market assessment. We can help you be confident of a project's viability before allocating funds. Our capabilities include:

- Facility renovation/replacement planning or decision-making
- Transaction valuations
- Strategic and business plans
- Affiliation and merger decisions
- "Black box" repricing analyses
- Value-based payment models

Medical Staff Planning and Development

Veralon can help you mitigate the impact of physician shortages with medical staff planning that establishes priorities for recruitment efforts. We are unusually exacting in our demand methodologies.

Veralon performs rigorous quantitative assessments of community need for physicians in a hospital's service area. Medical staff development plans build on these need estimates, adding qualitative and quantitative assessments of your strategic requirements.

Physician Engagement

We have more than 20 years experience in developing physician-hospital relationships and will work with you to identify and implement appropriate initiatives. Our services include:

- Primary care network development
- Joint venture development
- ACO, PHO, and Clinical Integration Network development
- Physician enterprise performance improvement
- Transaction support and valuations
- Structuring business arrangements

Ambulatory Care Development

We can assist your organization to develop ambulatory care programs that target the right mix of convenient, well-distributed, and well-coordinated ambulatory services, through:

- Portfolio development
- Network design
- Primary care network development
- Ambulatory space planning
- Physician alignment strategy