

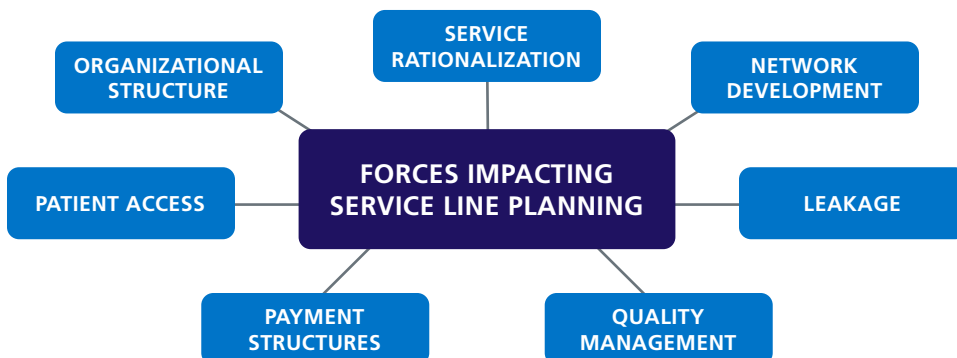
Service Line Optimization

To thrive, healthcare organizations need to assure that their critical service lines offer integrated ambulatory and acute care services, as well as “front doors” for those services that extend into the community, giving them a strong market position and financial viability.

- More care will be delivered on an ambulatory basis: **How will you assure you have enough clinicians and the right facilities?**
- Millennials and following population cohorts will expect more consumer-oriented care: **How will you respond to patient expectations?**
- Value-based care will grow, while Medicare continues to reduce payments: **What will it take to improve financial results?**
- Payers will be looking for high value, high quality clinical care: **How will you manage patient care to optimize results?**

You need an integrated approach to service development that melds innovations in clinical expertise, care management, and while optimizing financial performance. Veralon can help you create that approach, assisting with initiatives including:

- Restructuring program components to make optimal use of inpatient, outpatient, and post-acute services
- Expanding your service area through development of ambulatory services
- Optimizing your response to value-based payment models
- Partnering with physicians to improve patient care quality and outcomes
- Assessing and pursuing collaborations and partnerships



WHY VERALON?

Our in-depth knowledge and experience in strategy, payment models, and transaction support makes Veralon uniquely qualified to help you reach success in service line planning.

We are:

- Skilled in service-line planning and program development
- Experienced in ambulatory care planning and service development
- Expert at engaging physicians and in medical staff planning
- Ready with strong data analytics tools to optimize your performance under value-based arrangements
- Accomplished in financial analysis and modeling, to assess the impact of proposed initiatives
- Practiced in developing creative partnerships

We have done planning engagements for many service lines, including Oncology, Orthopedics, Cardiac, Women’s Health, and Neurosciences.

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

Service Line Planning and Development

As 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
- Projection of resource needs
- Identify physician champions
- Evaluate options for improving physician alignment in key service lines
- Facility planning and development
- Service line governance refinement
- Marketing/branding
- Facilitation support to keep multiple project components in different domains, on track

Collaboration/Strategic Partnerships

Service line development offers opportunities for clinical care partnerships with both physicians and other healthcare organizations. In some service lines, research and treatment innovation collaborations may also be possible. We can help your organization:

- Screen potential opportunities
- Identify, evaluate, and negotiate with potential strategic partners
- Conduct financial impact and ROI analysis
- Conduct the analysis for and prepare the business case for proposed joint ventures

Academic Medical Centers and Funds Flow

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

- Creating an inventory of current initiatives by service line
- 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)

Value-Based Payment Planning and Optimization

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