



Choosing the Optimal Strategic Relationships

Your organization's near-term success is dependent on emerging from COVID in full sprint to address critical strategic initiatives and new opportunities. Strategic relationships can provide access to capabilities, expertise and speed to market that are superior to a "build" or "buy" approach. While traditional relationships (other hospitals/systems, health plans, etc.) offer a degree of support, significant additional value can be achieved through affiliations with the new entrants.

Question 1

What Business Challenge(s) Must Be Resolved?



Smart Growth



Enhanced Progression to Value-Based Care



Enhanced Financial Performance



Capitalize on clinical and technological innovation

Question 2

What Benefits Must Be Achieved Through Relationship?



Access to clinical/operational expertise



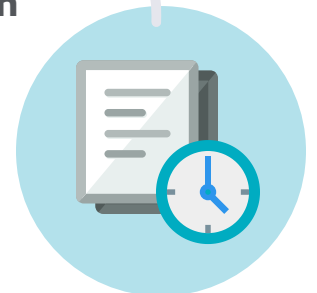
Conserve capital



Increase speed to solution/market



Reduce business risk



Question 3

Who are the potential New Entrant Partners and what unique value do they bring?



Retail Companies
(e.g. CVS, Walmart, Safeway)



- Existing Sites = Low Investment, Rapid Entry
- Lower Cost
- Customer Data "Mining"

Medical Equipment Companies
(e.g. Phillips)



- Expertise in Data Integration, IT
- Capital Investment/Financing
- Clinical Innovation

Mobile Health Companies
(e.g. Amwell)



- Lower Cost Chronic Care Mgmt
- Tech & Ops Expertise in Virtual Care
- Partial Solution to Clinician Shortage
- Patient Engagement

Big Data Companies
(e.g. Apple, Google, Optum)



- Brand Identity & Loyalty
- Data Integration and Mining
- Integration of AI into Patient Care
- Enabled Personalized Care

Private Equity Companies



- Access to Capital
- Support Physician Network Development
- Expertise in Transactions

Veralon has the expertise to assist you in selecting and developing optimal strategic relationships. Call us to explore this more fully (877)-676-3600.

