



VERALON[®]

TRANSFORMATIVE HEALTHCARE CONSULTING

Are You Ready for Market Transformation?

The nature of the healthcare enterprise will change dramatically over the next decade. To thrive, healthcare organizations need to assure that their critical service lines offer integrated ambulatory and acute care services, as well as “front doors” that extend into the community.

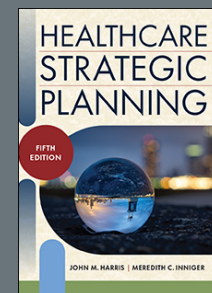
- More care will be delivered on an ambulatory basis: **How will you assure you have enough clinicians and the right facilities?**
- Millennials and later cohorts will expect more consumer-oriented care with greater convenience: **How will you engage your physicians to respond to patient expectations?**
- Technology firms and megaplayers will disrupt healthcare: **Where will you build partnerships and where will you compete?**
- Value-based care will continue its growth, while Medicare continues to reduce payments: **Will you need to merge or acquire partners to improve financial results or manage population health?**
- Payers will be looking for high value, high quality clinical care: **What will it take to optimize results? Where do ACOs and other Alternative Payment Models fit in? What about CINs?**
- An aging population will mean more chronic care patients: **What kinds of programs will you offer them, and how will this shape your service line strategy?**

Veralon has the experience and expertise to support your healthcare organization in creating a powerful and effective strategy for a transforming healthcare market.

WHY VERALON?

Healthcare strategic planning has been a core service for Veralon for 20 years. We offer:

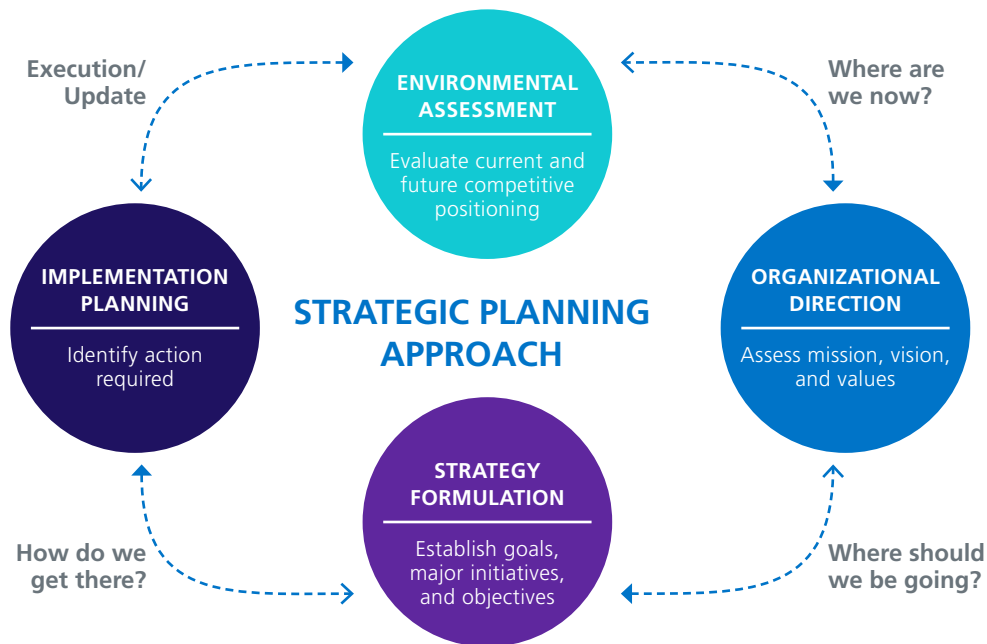
Extensive experience: We have helped more than 700 healthcare organizations develop strategies



Expertise: We “wrote the book” on healthcare strategy, and our senior staff has been providing training on strategic planning for ACHE for years

Outstanding skill in facilitation: We shape a collaborative process in which consensus to develop realistic strategies

Agility: We have the flexibility to respond to new needs that emerge during the planning process



We tailor our healthcare strategic planning process and analysis to the needs of your organization.

We involve organizational leaders who will be responsible for plan execution throughout our strategic planning process, to assure that ownership is established and momentum is sustained during the critical transition from planning to action.

The process may include:

- Facilitating a collaborative strategic planning process
- Establishing leadership understanding of national trends in clinical and technological innovation, market disruption, and value-based payment
- Interviews with members of specific constituencies identified by leadership as of critical importance
- Providing analytic support for internal planning processes, such as:
 - Local and regional market analysis
 - Competitive strengths and weaknesses
 - Demand forecasting and resource development at a program and service-specific level
 - Assessment of ability to remain independent (as relevant)
 - Evaluating current and potential contribution of ACOs, APMs, CINs
 - Detailed financial planning and projections
 - Determining capacity requirements, post-acute care needs, and overall medical staff requirements
 - Strategic facilities and master planning
- Supporting implementation of selected strategies