

HEALTHGROUP WEST

Consultants to Hospitals & Health Systems

“With the Preliminary Assessment, we were able to get to know the HealthGroup West consultants, see how well they understood our market and if there was a good chemistry with our team. And unlike our usual RFP process for hiring consultants, we gained real insight from this approach.”



PRELIMINARY ASSESSMENT: \$15,000*

HealthGroup West will assess the existing and potential goals, strategies, and operations of your organization and recommend a course of action which will enhance your market position, ensure clinical and financial stability and increase market penetration. The Preliminary Assessment will be based on your direction with regard to specific areas of focus on which you wish HealthGroup West to concentrate the analysis and recommendations. You will receive a written report which includes specific findings, conclusions and recommendations within approximately 30 days of engagement.

*Should you opt to engage HealthGroup West for further consulting services, the cost of the Preliminary Assessment will be deducted from the new consulting services agreement.

Examples of Past Client Areas of Focus: *(all based on key strategies to best position the client for the future)*

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| <i>“What opportunities do we have to operate more efficiently and improve patient satisfaction?”</i> | <i>“In which surrounding markets should we establish our outreach strategy to position for future growth?”</i> |
| <i>“On which key service lines should we concentrate capital spending and marketing efforts over the next three years?”</i> | <i>“How do we create a stronger alignment with independent physicians in our market?”</i> |
| <i>"Should we pursue adding a heart surgery program?"</i> | <i>"Based on your findings and our regional market characteristics, which key opportunities or strategies should our leadership focus on for future growth?"</i> |
| <i>"Should we partner our key service lines with our competing academic hospital, or should we evaluate an affiliation with a nationally renowned program?"</i> | <i>“How can we engage directly with local employers and develop a direct to employer contracting strategy?"</i> |



3 WEEK TIMELINE