

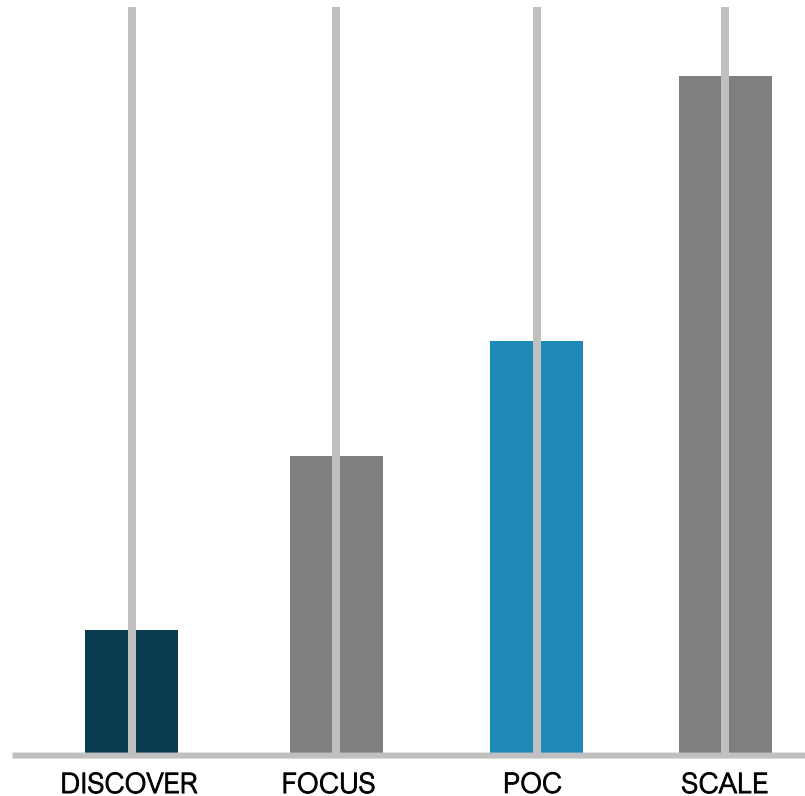


MAESTRO
STRATEGIES

Commercialization & Go-to- Market Strategy

Statement of Qualifications

How Do We Assist Our Clients?



DISCOVER

Complete Rapid Fact Finding to examine pertinent healthcare trends, the competitive landscape; unpack the business model; understand the current offering & distinct competencies, gaps, challenges, & opportunities

FOCUS

Prioritize & Design the Value Story based on the product category, total available market, product management maturity and specific use cases & differentiation

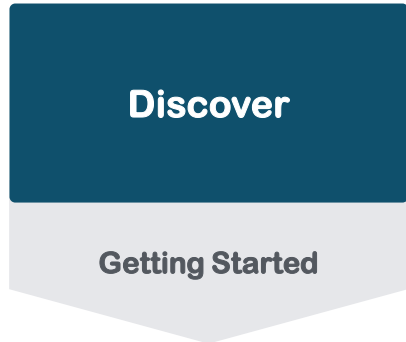
PROOF OF CONCEPT

Integrate customer feedback & lessons learned through demonstration of new strategies.

SCALE

Develop roadmap & business plan

How Do We Assist Our Clients?



<p>Review Healthcare Trends & Priorities</p> <ul style="list-style-type: none"> ▪ What are the pertinent trends impacting the healthcare industry? Economic, political, demographic, legal, regulatory, consumer, technology, reimbursement, etc. ▪ What themes are important for your offering? Virtual care, analytics, interoperability, security, etc. ▪ What specific patterns are expected to emerge in the next 24 months that may impact the company? Geographic, customer specific, pandemic-driven, etc. 	<p>Explore Customer Decision-Making Journey</p> <ul style="list-style-type: none"> ▪ Why Change? Problems/Opportunities, Awareness, Readiness, Strategic Impact, Cost of Doing Nothing ▪ Why Now? Benefits, Risks, Market Implications, Customer Segments, Urgency of the Change, Prioritization ▪ What Level of Desired Change? Incremental/Automation, Transformational, Innovation ▪ What Challenges? Risks, Costs, Culture, Myths, Bandwidth ▪ What Outcomes & Measures?
<p>Examine Competitive Landscape</p> <ul style="list-style-type: none"> ▪ What are the primary product categories? Stages & Maturity, Analyst Views, Level of Consolidation ▪ Who are the competitors? Revenues, size, offerings, strategies ▪ What is the market size? Current & future projections, CAGR, total accessible market, potential customer sectors ▪ What is the market timing? Speed & readiness 	<p>Unpack the Business Model & Product Offering</p> <ul style="list-style-type: none"> ▪ What is the current state v. desired future state? ▪ Value Proposition - Problem to be Solved ▪ Customer Segments, Channels, Experiences ▪ Key Activities - Discovery, Sales, Deployment, Customer Success, Services, etc. ▪ Key partners - Sales, Delivery, Technology ▪ Revenue streams & pricing models ▪ Primary resources & cost structures ▪ Product roadmap & demo

Generate Initial Insights & Develop Customized GTM Plan

Select Client Experience



- **People Analytics Healthcare Vertical Assessment** – Evaluated US healthcare market opportunity & competitive marketplace for Canadian, multi-industry people analytics firm
- **Virtual-first Commercialization Strategy** – Developed strategy for healthcare management services company to develop a virtual-first commercialization strategy for tools & services
- **Hospital at Home** – Investigated hospital@home strategy for customer relationship management firm
- **Provider-Led Population Health Management Go-To-Market Strategy** – Worked with multiple solution companies including a payer-focused analytics vendor & venture-backed care management platform to design & launch go-to-market strategies & plans for the purpose of growing market share in new & evolving reimbursement environment
- **GPO Analytics Strategy** – Researched member interest, market specific strategies & opportunities to develop data lake & data sharing opportunities among members of GPO & alliance
- **Market Penetration Strategy** – Developed a US Market Penetration Strategy for multiple companies in Europe, Canada & Israel. Introduced US representations to potential channel partners & identified product changes needed such as naming conventions to make viable offering for US hospitals
- **Vertical Market Development & Penetration Strategy** - Led the Market Penetration Strategy for the creation of the first vertical market of a \$1 Billion Bar Code & Auto-ID Company. Provided Interim Business Development Services & introduced client to industry Thought Leaders & potential market channels
- **Integration/Interoperability Strategy** – Assessed integration tools & developed plan to migrate to interoperability tools & health information exchange tools for multiple vendors including identification of technology & professional service partners
- **Business Intelligence & Analytics** – Conducted research to examine analytics capabilities of over 200 healthcare firms with presence in the industry
- **Payer Care Management Platform Value Strategy** - Developed Value Management Strategy & ROI model. Helped leadership understand convergence of payer-provider models & design strategies for this emerging market
- **Care Management, Data & Information Technology Infrastructure Strategy** – Worked with high performing network development company & their employer clients to design business strategy, explore vendor options & deploy interoperability, care management & member engagement

Select Client Experience



- **Histology Information Technology Market Strategy & Business Planning** - Developed high level Business Plan, Market Sizing & Market Penetration strategy for new information technology product offering within established histology clinical modality company
- **Certification Organization Business Planning** - Led development of Business Plan for the Certification Commission for Health Information Technology (CCHIT). The federal government contracted with CCHIT to create a certification process for electronic medical records & connectivity between healthcare providers. Defined specific business & technical requirements for EHR certification in connection with the HITECH Act of the Accountable Care Act
- **Market Viability Analysis** – Evaluated product & organizational readiness to launch pilot application for post-discharge monitoring to reduce readmissions. Evaluated competitors, gaps in minimum to market requirements, & product launch readiness.
- **Market Entry Strategy** - Created a market entry & rollout strategy for a \$60 million dollar Canadian healthcare services firm entering the American marketplace
- **Healthcare Market Entry Strategy** - Designed a healthcare market entry strategy for the world's fourth largest integration services firm
- **Compliance Assessments** - Conducted multiple assessments & education programs for organizations new to healthcare to understand a variety of federal regulatory programs including ICD-10, Meaningful Use, Stark, HIPAA, HIE, MACRA, MIPS, Value Based Payment, etc.
- **Configuration Management** - Designed configuration management processes for the research & development division of a healthcare information systems vendor
- **Market Research** - Conducted market research including high level trends, market sizing & purchasing practices for a number of HIT vendors & professional service firms
- **Think Tanks & Focus Groups** - Facilitated Thought Leader conversations around key market trends, product/service design & business development issues for multiple suppliers. Participants often include healthcare CEOs, CIOs, & other C-Suite Executives

Select Client Experience



- **Metrics & KPI Development** – For a national senior services company developed key performance measures associated with value-based care & the triple aim
- **Implementation Reengineering** – Developed Transformation Strategy for Implementation Services of niche access management solutions firm. Focused on improved time to value, standardization of processes, & creation of a stratified implementation model
- **HIT Turnaround** - Completed the turnaround of the hospital division of a large healthcare information services company
- **Strategic Sales** - Implemented strategic selling models in two information technology companies
- **Venture Capital Due Diligence** - Worked with a number of venture capital firms to perform due diligence & research on early-stage ventures
- **Startup Strategic Programming** - Developed marketing plans & break through strategies for healthcare industry start-ups in the areas of supply chain management, capital budgeting, imaging, decision support, & practice management
- **IT Advisory Services** - Provided information technology advisory services to a health system turnaround firm
- **Artificial Intelligence Product Launch** - Led Strategic Planning, Market Development Planning & Product Management Strategy design for a Mammography AI start-up product. Identified channel partners, demonstration sites & other business development opportunities
- **HIT Vendor Strategic Plan** - Created a Strategic Plan for a healthcare information technology vendor that capitalized on pay for performance strengths & market opportunities
- **Breakthrough Growth Strategies** - Developed breakthrough growth strategies, & sales models for a \$50 million dollar healthcare information outsourcing vendor
- **HIT Strategy & CIS Vendor RFP** - Developed HIT strategy & request for proposal for one of the US's largest hospital alliances & group purchasing organizations
- **ROI Analysis & Value Realization Strategy** - Evaluated return on investment of a number of applications & services for multiple HIT vendors in hospital, physician practice & payer market spaces. Built ROI sales models to support business development & sales teams. Aligned key metrics with value based payment measures