

Innovative Healthcare Solutions



Michael Best Strategies' (Strategies) Healthcare team has redefined the path to building revenue and growth for our clients. Our team of former healthcare executives excels at strategy and ideation, and stands above the competition when it comes to the successful execution necessary to build, market, and grow new healthcare enterprises. Our process relies on our C-suite connections with more than 130 national payer, provider, employer and government entities and combines it with our Market Validation Process which helps to answer all the typical purchaser questions regarding competitive landscape, positioning within their organization, quality of leadership team, and patient/member satisfaction. This initial assessment minimizes the strain on young organizations as they try to work with multiple payers, providers, and government health plans during the sales process.

Once the Market Validation Process is complete, Strategies reaches out to key executives. Our team has unrivaled access to C-Suite decision makers who appreciate our expertise and trust our guidance. These network partners rely on us to find best-in-class solutions disrupting healthcare in the world today. The result is accelerated go-to-market adoption of our clients' identified target markets.

Based on our team's combined 60+ years of healthcare experience, we developed our Market Validation Process which includes five key deliverables.

Deliverables

- National competitive intelligence - compares solution across competitive market landscape
- Organization/Solution Decision Matrix - scores strength of solution among common metrics important to purchaser entities
- Purchaser (payer, provider) assessment - positions the solution in the purchaser's environment
- Sales channel opportunity assessment - analyzes and delivers the opportunity, timing, and estimated revenue of opportunities by vertical*
- Strategic recommendations report - summarizes research and analysis with go-forward plan for client and Strategies to execute

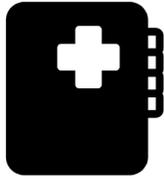
*Estimated revenue of opportunities is provided in cases where client provides pricing model. If no pricing model is solidified, Strategies will provide analysis around opportunities without estimated revenue projections.

Representative Examples of Client Work



Accelerating Revenue Generation

Our innovative healthcare solutions team partners with healthcare startups and companies globally to accelerate revenue generation through a focus on tactical execution of sales and business strategy, develop a startup's ROI from the perspective of the purchaser, and drive sales execution via the team's extensive C-Suite expertise. Startups and innovators have worked tirelessly to prove the business and clinical case for their product/service, and Strategies pairs this information with the financial case required to sell innovative solutions into complex healthcare organizations with hard-to-navigate financial models.



Innovation Sourcing

Our healthcare team's deep experience helps payers and providers with sourcing and evaluating healthcare innovation. Strategies typically focuses its sourcing work on one or more "tracks" or "use cases" for which the client has identified a gap in care or an opportunity to improve. We conduct an exhaustive market scan for prospective solutions and move vendors through the process to bring forward only the most relevant and effective solutions, using our Market Validation Process highlighted above. After solutions are chosen, we also assist with contract negotiations, implementation, and performance/outcomes monitoring. Strategies has quickly become a trusted source of innovation in an ever-evolving marketplace.



Contracting and Value Based Reimbursement Strategy

A startup's sales success is predicated on its ability to define value and quantify ROI. In healthcare, this is achieved through both hard cost reductions and demonstrated improvement in quality and efficiency, combined with long-term impact to healthcare trend. Solutions which have defined these performance metrics and offer value-based contracts leveraging their successful deployment will significantly expand their opportunities for garnering business. Strategies collaborates with each company's team to develop proposed contracting methodologies highlighting value and ROI to clearly position the brand and drive new business to the organization.

In addition, Strategies has considerable expertise in payer/provider contract negotiations. Our professionals help clients find workable solutions for critical provider deals. We continue to transform traditional fee-for-service models to value-based approaches, delivering greater revenue and value to the parties involved.

PRIMARY CONTACT



Kristine Seymour

Partner • Wisconsin

E. knseymour@michaelbeststrategies.com • T. 262.956.6568

As a partner at Michael Best Strategies, Kristine works with healthcare clients to optimize their business strategy, evaluate distribution and growth opportunities, and discover alternate product strategies. Her experience in the payer, provider, and integrated health system arenas allows her to work with clients to differentiate their products and services in a highly competitive marketplace. Kristine was previously the Regional Vice President of Market Development in Humana's commercial markets overseeing the strategy for employer group, wellness, and specialty benefit offerings in Illinois, Michigan, Minnesota, and Wisconsin. As part of her role, Kristine focused on driving down medical trend through innovative community partnerships.

Michael Best Strategies LLC is affiliated with and owned in part by the law firm of Michael Best & Friedrich LLP. Your retention of Michael Best Strategies LLC does not constitute or otherwise create an attorney-client relationship with the law firm of Michael Best & Friedrich LLP. Additionally, Michael Best Strategies LLC cannot and will not provide any legal services. If during the course of your representation by Michael Best Strategies LLC it becomes apparent that your interests will be furthered by the provision of legal services, you may at your discretion choose to enter into an attorney-client relationship with Michael Best & Friedrich LLP. However, your retention of Michael Best Strategies LLC does not require you to use Michael Best & Friedrich LLP for any such legal services.