



Healthcare

Project Overview

A multi-billion dollar health system in the US is pondering a strategy to introduce a “fully owned, independently managed” subsidiary, taking their non-core services to the market. The surge in the acceptance of Accountable Healthcare is pressuring healthcare organizations to lower costs and increase the value of care. The market is responding to the pressure on multiple facets: mergers and collaborative partnerships, vertical integration, and standardization and optimization. The health system partnered with CGN Global to validate the hypothesis based on market insights, experience and methodical analysis.

Business Objectives

CGN Global, in collaboration with the client had to perform market research, to estimate the demand in the market for such an offering. In addition, CGN had to devise a “go to market strategy.” Furthermore, CGN had to assess the service- capabilities for market-readiness and point out gaps in the current state. Finally, CGN needed to create a public relations strategy, to engage internal stakeholders.

Unique Challenges

Recent developments in healthcare have made hospitals participating in market research weary. That presumption in the market made it challenging for CGN Global to research and vet the information. Secondly, the uncertainty in the health system, along with other factors, created barriers in the organization, making it difficult to communicate with stakeholders.

CGN’s Approach

CGN carried out the engagement developing a business case and road map for the Health System in six business weeks.

CGN in collaboration with the Health System developed a market research instrument designed to understand both the demand and the sensitivities in the market. After going through the process with the C-Suite executives of 14 independent hospitals, CGN synthesized the feedback into actionable insights for the client.

In conjunction with market research, CGN laid out the strategic options and developed a go-to-market strategy, performed economic and financial analysis and estimated the opportunity and associated financial risks. An organization model was designed encompassing the governance and operations of the LLC.

Finally, CGN laid out the communication and PR strategy, working with the project sponsor, aligning the executive team and the board of directors.

Results & Conclusions

CGN Global wrapped up the engagement with the partner in a six week time frame and produced the following insights:

- Synthesized market research into actionable insights for the partner
- Identified levers of scale and clinical integration, and opportunity estimates of \$45M in the short run
- Designed governance and operational components of the LLC
- Identified incentives and value propositions to customers and incorporated that into the communications strategy
- Developed an implementation and go-to-market plan

Our Expertise

There are always continuous changes within the healthcare field. Our highly trained healthcare team utilizes the CGN Global Healthcare Transformation methodology. Through our many years of experience, continuous research, and extensive understanding of the healthcare system, CGN Global is able to stay on top of all changes that take place in the Healthcare industry. We provide not only education, but interact directly with the providers. Whether it is a community hospital, clinically integrated network, independent physician organization, and/or any aspect of healthcare, from beginning to end, CGN Global innovatively transforms the system. CGN provides our clients with a better understanding, throughout the healthcare transformation process.

CGN Global communicates, educates, helps with implementation, identifies areas of opportunity and improvement, develops a plan and helps execute that plan.

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