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# Collaboration

HEALTH CARE, INC.  
Strategic Consulting Solutions



**OUR MISSION:** Assisting organizations to develop and execute strategies and initiatives utilizing exceptional planning, collaboration, and communication approaches to achieve their business results.

# Building Relationships — Delivering Results

We know the health care industry is going to continue to change. That's a fact.

We think that with better communication and information, exceptional planning and execution, and effective collaboration between the stakeholders, we can help to improve the way health care is delivered, and paid for today.

## Who We Are

Collaboration Health Care, Inc. is a unique consulting service that strives to help organizations introduce creative and innovative approaches in the health care industry. We integrate practical business philosophies with collaboration and communication approaches to help organizations achieve their goals.

We've created 17 basic principles that encompass our vision of a truly "Collaborative Health Care" environment. These principles focus on a need for more dialogue, education, and understanding between stakeholders and begin with our belief that "health care is a right of all citizens regardless of race, economic status, or life situation."

We are a values-based organization with solid fundamental beliefs in the need for integrity, honesty, performance, and social responsibility in ourselves, and in others in the industry.

Our partners have over 50 years of combined experience working in the health care industry. We've seen it evolve, and we know how it works- from the inside. We have worked with providers, employers, specialty organizations, specialty networks, health care organizations, and consumers. We provide our clients with strategic consulting expertise in a broad range of health care specialty areas such as: business strategy and planning, operational performance, special project execution, provider relationships and integration, marketing strategy, marketing research, and more.

## Our Values

Collaboration Health Care, Inc. believes all personal and business relationships are based on a fundamental set of values that lead all of us in our actions and how we perform with others. Our values are an important part of who we are and what we do. We have committed ourselves to make them a part of personal and professional lives every day. We're a trusted partner you can count on as we work together to improve health care delivery for us all.

- ✓ Trust
- ✓ Integrity and Professional Respect
- ✓ Passion To Live Our Mission Every Day
- ✓ Disciplined Thought and Execution
- ✓ Exceptional Performance in All We Do
- ✓ Social Responsibility and Contribution
- ✓ Balanced Living
- ✓ Commitment and Dedication to Our Clients

## What We Do

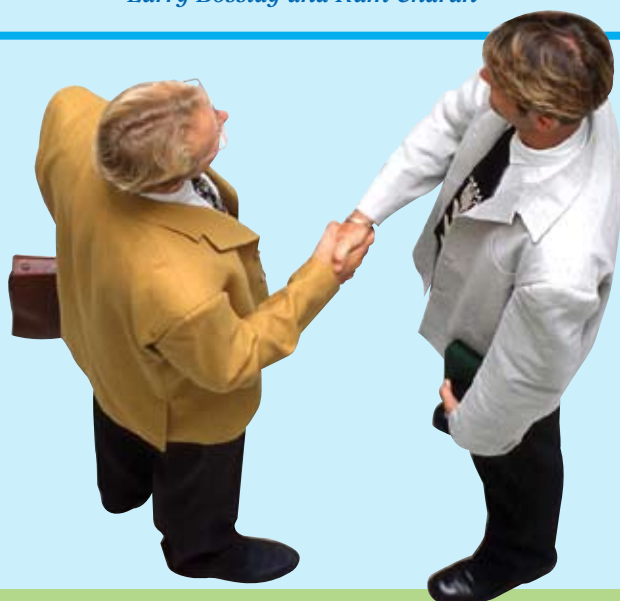
We provide organizations with access to our talent, experience, resources, and approach to assist establishing and achieving business goals and strategies within the health care industry.

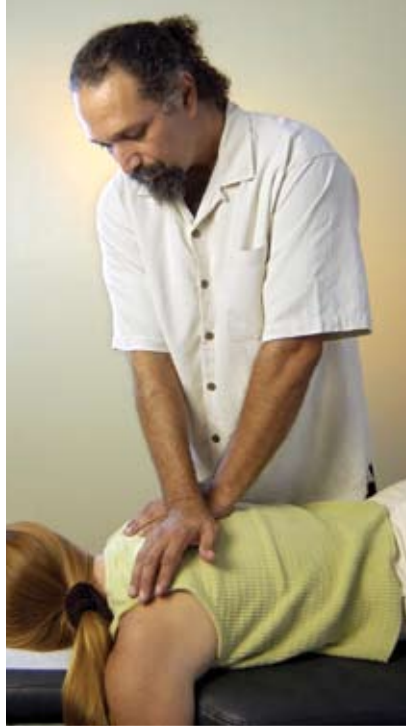
### Our Services

- Business Strategy and Organizational Alignment
- Special Project Planning and Execution
- Health Care Communication Research and Strategy
- Health Promotion Strategies and Program Coordination
- Health Care Contracting Strategies, Management, and Negotiation
- Marketing Research, Strategy, and Planning
- Professional Provider Collaboration Strategies
- Provider Organization Management
- New Product Strategies, Development, and Program Execution

*"Execution is a specific set of behaviors and techniques that companies need to master in order to have competitive advantage"*

*Execution; The Discipline of Getting Things Done  
Larry Bossidy and Ram Charan*





## How We Do It — Our In-Lign<sup>SM</sup> Approach

We integrate our values and experiences with creative business approaches to help organizations develop and execute strategies and initiatives that utilize exceptional planning, collaboration, and communication approaches to achieve results.

Every organization has dreams, goals, and an ongoing list of new initiatives they hope to introduce to improve their results. However, many organizations find themselves with limited time, talent, expertise, or established processes to make them a reality.

That's what we do.

We work with organizations interested in injecting new ideas and thoughts into their plans and into their organizations. We work with organizations who are passionate with what they do and committed to improving health care delivery for their stakeholders. We work with organizations who recognize the value of relationships in their business, and in maximizing the use of these relationships to deliver results.

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*"My greatest strength as a consultant is to be ignorant and ask a few questions"*

*Peter Drucker*

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We'll help you define your strategy, establish the processes to accomplish your goals, and help you coordinate the relationships and resources you need to obtain results. Our In-Lign consulting process focuses on five simple steps to make certain the goals you establish are aligned to the realities of the marketplace to achieve success.

1. We start with a **clear definition** of the results you want to achieve. We listen to you to make certain we have a full understanding of your needs.
2. We **align** your goals with those of other stakeholders and available resources to develop the plan you will need to achieve your objectives.
3. We **identify** the steps you'll need to take and the relationships you need to develop or maintain to achieve your goals. We establish time-lines, responsibilities, and utilize a disciplined process to help you reach your objectives.
4. We establish the solid **communication** channels that will be required to develop, execute, and manage your plan and your process.
5. We **deliver** the results you expect.

## ***Our Business Specialties***

**Professional Market** - (Allied Health Professionals, including; Chiropractic, Physical Therapy, Complementary Medicine)- Business and Marketing Strategy, Special Project Execution, Advocacy, Professional Collaboration, Health Care Contracting and Negotiations, New Business Development, Marketing and Communication Support

**Public Policy/Advocacy** - Health Care Consultation, Strategy Development, Research Support, Special Projects

**Employer Market** - Health, Wellness, and Health Promotion Strategies; Employee Communication Strategies

**Health Plans/Specialty Health Care Organizations** - Business Strategy Execution, Special Project Execution, New Product Strategies, Market Research, Distribution Support; Communication and Marketing Support

