

Identifying the “Must Haves” in a Healthcare Partner

Sometimes the challenge isn't knowing what is important in delivery of healthcare services; it's knowing what's *really important to potential partners*. This was what our client, a regional provider of healthcare services, was facing as they sought to expand into new markets.

Faced a laundry list of 40 different potential benefits, our client didn't know which ones they should lead with in partnering with other healthcare institutions in different areas of the country, and which were important, but hardly attention-grabbing. Understanding this was vital as they moved forward in expanding their footprint nationally through acquisitions and partnerships.

A strategic market research program with healthcare CXOs, combined with process mapping, provided our client with exactly the insights and structure they were seeking. There was a very clear hierarchy of critical and differentiating benefits that was identified through the research, falling into the broad categories of Leadership, Innovation, Culture and Values, Operational (efficiencies enabled through technology), and a Strong Financial Base with **Clinical Performance and Outcomes** being the most critical.

Findings from the research were used by our client to develop their “Platform for Change” as they successfully expanded to a national presence during a period of intense consolidation within the healthcare industry.

