



Who We Are...

HMA + LP

Leavitt Partners | History of the Firm

LEAVITT
PARTNERS
An HMA Company



Governor Mike Leavitt and Rich McKeown found **Leavitt Partners**, headquartered in Salt Lake City, UT

Leavitt Partners founds **Leavitt Partners Collaborative Advocates** through acquisition of Collaborative Advocates

Leavitt Partners develops and launches **Torch Insight**, a customer-centric healthcare analytics tool

Leavitt Partners and Health Management Associates (HMA) come together as one entity



Gov. Mike Leavitt and Rich McKeown publish "**Finding Allies, Building Alliances**" a proven process for achieving results through collaboration.



Leavitt Partners launches **Leavitt Equity Partners**, a private equity firm focused on value-based healthcare investments



Leavitt Partners founds **Leavitt Risk Partners** offering unique value-based risk protection product



**In 2020 Leavitt Equity and Leavitt Risk Partners were split from Leavitt Partners, resulting in three distinct and separate business entities, albeit with similar names and some common shareholders.*

The HMA Companies | A growing firm

Strategy and Operations

EXPERTISE

- Market Analysis and Intelligence
- Strategy / Growth
- Transaction, M&A, Investment due diligence and support
- Governance / Board visioning and strategy
- Product Messaging and Positioning
- Market Entry / Product Launches
- Transformation
- Operations / Implementation / Execution
- Revenue Capture / Billing / Audits / Reimbursement
- Value Based Care
- Digital Health

HMA

LEAVITT PARTNERS
Strategy

TheFocusGroup
An HMA Company

BURNS & ASSOCIATES
A DIVISION OF HEALTH MANAGEMENT ASSOCIATES

MARSI
MEDICAL AUDIT RESOURCE SERVICES
Hospital & Physician HIM Support

npo solutions



Communication, Innovation, Public Relations and Thought Leadership

EXPERTISE

- Public Relations / Media Strategy
- Communications / Crisis Communications
- Corporate Branding / Marketing Strategy
- Innovation / Incubation

LOVELL COMMUNICATIONS
An HMA Company

ADAPTATION HEALTH
An HMA Company

720Strategies^o

LEAVITT PARTNERS
An HMA Company

HMA

Policy, Alliances, Advocacy and Convening

EXPERTISE

- Health Policy Guidance
- Medicare / Medicaid / Public Health
- Collaborative Alliances
- Digital Health Policy
- Advocacy
- Regulatory Navigation
- State and Local Agency Navigation / RFP responses

HMA

LEAVITT PARTNERS
Collaborative Advocates

STATE OF REFORM

Crestline Advisors
An HMA Company

Actuarial Services and Advanced Analytics

EXPERTISE

- Medicare Advantage / Managed Medicaid / Commercial Plans
- Payments / Payment Systems
- Risk Adjustment / Rate Setting
- Data Analysis / Modeling / Forecasting

wakely
An HMA Company

EDRINGTON HEALTH CONSULTING
An HMA Company

CIRDAN
Health Systems and Consulting

THE MORAN COMPANY
An HMA Company

Serving strategy executives

- HIT and digital health companies
- Health systems
- Health plans
- New entrants to healthcare

AREAS OF EXPERTISE:

- » Go-to-market strategy
- » Value-proposition testing
- » Segmentation analysis
- » Partner identification
- » Competitor analysis
- » Investor Services

Smart on value.

WHAT WE DO | Health Management Associates + the HMA Companies

Health Management Associates (and the HMA Companies) have successfully tackled a wide variety of private and public healthcare projects including facilitating boards of directors and c-suite teams to drive innovation and set long term strategy; developing complete healthcare delivery systems; analyzing markets, products and companies; leading large-scale organizational transformations; and translating complex data into useful insights.

Whether your project has run into a snag in the final stages or hasn't even gotten off the ground, we can provide the expertise, insights and guidance to help you make it a success.



OUR AREAS OF EXPERTISE INCLUDE:

- » Analytics
- » Behavioral Health
- » Care Integration
- » Clinical Services
- » Commercial Operations
- » Community Strategies
- » COVID-19 Resources
- » Critical Access Hospitals
- » FDA Guidance and Navigation
- » Forecasting and Scenario Building
- » Formulary Insights and Planning
- » Governance and Organizational Strategy
- » Government Programs & The Uninsured
- » Healthcare Actuarial Services and Financial Modeling
- » Healthcare Delivery Development & Redesign
- » Healthcare IT Advisory Services
- » HMA Institute on Addiction
- » Innovation
- » Investment Services
- » Justice-Involved Healthcare
- » Long-Term Services & Supports
- » Managed Care
- » Opioid Crisis Response
- » Public Health
- » Product and Therapeutic Area Insights and Analysis
- » Product Launches
- » Quality and Accreditation Services
- » Reimbursement and Pricing
- » Rural Health
- » Strategy and Strategic Planning
- » Transformation and Efficiency
- » Value-Based Care

Fall 2022 Case Study





The Client

Care Dynamics Inc. is a care management vendor based out of Minnetonka, Minnesota. Care Dynamics services health plans and healthcare providers through a suite of care management and care insights solutions, servicing clients nationwide and touching the lives of more than 10 million patients a year.

Their current solutions connect with provider and payer technology ecosystems to drive meaningful patient engagement, automate and improve care management and help providers and payers achieve superior outcomes and cost savings.



The Question

Care Dynamics is looking to expand into a growing space called Social Determinants of Health (SDOH). And has engaged Leavitt Partners to understand the SDOH space, and to know if they should attempt entry into the SDOH market and how.



The Project

The client has hired your team to:

1. **Conduct an in-depth analysis of the current SDOH vendor market**, focusing on the top 6-8 vendors and their relevant market segments.
2. They also require the **development of a market-fit assessment framework** to identify the optimal entry path for Care Dynamics.
3. Lastly, your team will **deliver a go/no-go recommendation** for entering the SDOH market, including the most promising market segment and entry strategy.

Care Dynamics | Workstreams and Deliverables

Project Deliverables

- **PowerPoint slides** with findings and methodology, vendor analysis and final recommendations (should be a standalone deliverable)
- **(Optional) Executive Summary** (300 word limit)

WS II. Framework for Market Entry

Use the analysis completed as part of WS I to deliver a framework that will inform a go/no-go recommendation into the SDOH space



Finalist Presentation

Teams that are chosen to present, will be asked to present their findings on 11/03 to a group of industry professionals and alumni. Presentations should be no more than 20 mins., to allow time for feedback and questions.

WS III. Market-entry Recommendations

deliver a go/no-go recommendation for entering the SDOH market, including the most promising market segment and high level entry strategy considerations

WS I. Market Analysis and Segmentation

Segment and Analyze the current SDOH market, creating a comprehensive segmentation framework. Deliver on the analysis of a minimum of 6-8 leading SDOH vendors.

Care Dynamics | Case Timeline

09/26 - Virtual Info Session

Sign up will be open from **09/26 to 10/13** using the form link provided. Team sizes can range from 3-5. Individuals who sign up without a team, will be assigned to one.

10/16 - Competition Kick-off

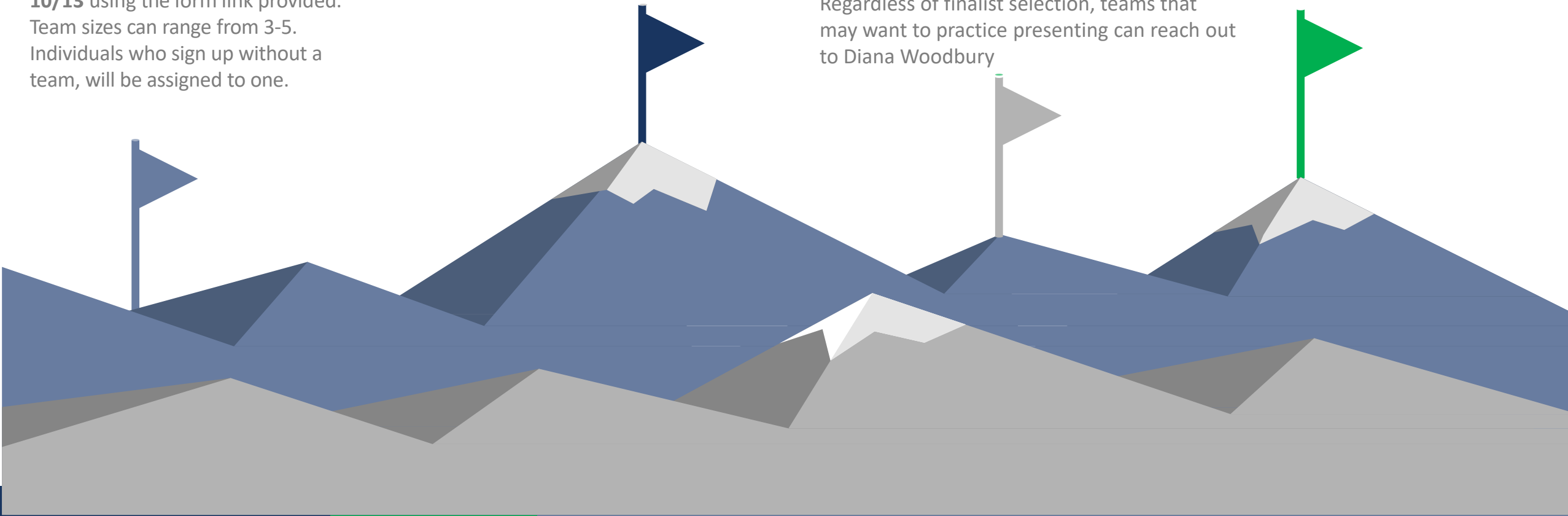
Teams will have 7 days, from 10/16 to 10/23 to complete the case. Submissions will be due **by 1pm on 10/23** and should be emailed to: thomas.gubbay@leavittpartners.com

10/27 – Practice Presentations

Regardless of finalist selection, teams that may want to practice presenting can reach out to Diana Woodbury

11/03 - Final Presentations

The top 3 teams will be announced on 10/27 and invited to present on 11/03 to a panel from 3-5pm. Winners to **receive \$100 per team member**.





LEAVITT

PARTNERS

At the Forefront of Navigating
Change in Healthcare

Offices in Salt Lake City and Washington, D.C.



801-538-5082



www.leavittpartners.com



@LeavittPartners