



Opus Global Group

Opus Global Group

Strategy and Management Consulting

Accelerate Your Business Performance

Health Care Consulting Capabilities

A combination of intensified health care globalization, brought on by recent turbulence in the global economy, the new U.S. health care reform legislation, and the acceleration of new information technologies is driving health care organizations and governments to look for new business models to meet increased demands for efficiency, competitiveness, short-term agility and long-term growth.

The Opus Global Group (OGG) Health Care Strategy Team (HCST) works with our clients to develop practical strategies that capitalize on the opportunities presented by today's complex and uncertain global healthcare economy to deliver high performance and profitability. OGG help executives carefully think through possibilities, access and manage risk, and ultimately select the strategic direction with the strongest stakeholder value potential.

The OGG-HCST help executives translate those insights into actionable plans at both the enterprise and business-unit level that result in strategies that are focused on sustainable growth, rooted in analytical rigor and built with execution in mind. With OGG-HCST help, organizations can move quickly and decisively to capitalize on opportunities to unlock stakeholder value and grow profitably—quarter by quarter, year after year.

The OGG HCST approaches global health care from multi-dimensional perspectives:
Corporate Strategy, Growth Strategy, Operational Strategy and IT Strategy:

Corporate Strategy

- **Corporate Strategy helps health care organizations create and implement strategies to respond effectively to the unprecedented pressures of a multi-polar world and constantly evolving industry**

dynamics. Our Corporate Strategy offerings include the following:

- **Enterprise Transformation** —Helps health care organizations identify and enact fundamental changes to their business to remedy serious impediments to growth and market leadership.
- **Operating Model**—Provides strategic advantage in support of corporate strategy by helping health care organizations make the right choices about customers, value creation, products, services and channels.
- **Strategic Planning**—Brings together all the advantages multinationals have to leverage, while diagnosing industry changes and developing an executable, strategic road map to help health care organizations stay on the leading edge.

Growth Strategy

- **Growth Strategy brings together all of the potential organic and inorganic growth scenarios that help health care organizations assess whether to buy, build or borrow.**
 - **Carve-Out /Divestiture**—Our Carve-Out/Divestiture framework encompasses all aspects of a divestiture transaction from conception through separation. As a result, we are able to help divestiture clients execute their strategy faster, with less risk and with a clear focus on stakeholder results.
 - **Growth Strategy Planning**—Accelerates performance by assessing industry, market and customer dynamics and identifying opportunities to capture value in new markets and geographies.
 - **Joint Ventures & Alliances**—Our HCST experience with leading organizations across all health care sectors – payer, provider, pharmaceutical, biotech, medical device, disposables, have identified several key principles of effective alliance governance that can improve a company's chances for a profitable alliance or joint venture—and its chances for achieving high performance.
 - **M&A Transactions & Integration**—This capability is integrated with our deep health care industry experience, applied knowledge, and business research to provide health care organizations with insights into achieving fast, low-risk and highly successful mergers or acquisitions. It also features proven methodologies that facilitate speed-to-value and the attainment of sustained growth.

Operational Strategy

- **Operational Strategy helps clients identify and shape operational improvement benchmarks for new and existing businesses leading to**

improved shareholder returns and sustained durability.

- **Pricing and Profit Optimization**—Extensive research based on methodologies to exploit this most underutilized lever possessing enormous impact on the entire operating model.
- **Sales and Marketing**—Identify health care industry-specific opportunities to drive greater shareholder return from marketing portfolios while focusing on the high-velocity changes that CMOs have to manage, including multiple customer/patient changes.
- **Cost Reduction**—Understand your cost profile and determine opportunities for removing cost from your operations ultimate leading to agility for quick responses to market conditions.

IT Strategy

- **IT Strategy helps clients innovate and enhance operational excellence to achieve a maximum competitive advantage in the marketplace through the optimization of IT portfolios, transformation capabilities, and greater business value from their enterprise IT investments include the following:**
 - **IT Portfolio and Governance**— Our methodology of effective IT Governance combined with an IT portfolio architecture and strategic planning for the foundation of service excellence and competitive business advantages in a globally competitive world.
 - **Service Enterprise Architecture**— We understand the critical SaaS / SOA performance by aligning our client's technology investments with a holistic IT strategy tied to their business plan. We work closely with the executives, management and IT leadership to help them align technology with their global operational capabilities and change management needs of the organization.
 - **Enterprise Program Management**— As a critical PMO partner to our IT clients business, we focus on high impact improvements in enterprise business value and financial performance. We are experienced professionals with IT value-creating strategies, while orchestrating relevant business ROI correlated directly to IT investments resulting in a high-performance business operation.

ABOUT OGG

Opus Global Group, LLP (OGG) is a global strategy and management consulting organization with headquarters in Chicago, IL. and encompasses operations in the U.S., EMEA, and LatAm markets. Our executive management team comprises of the world's top senior executives with global leadership and diverse cultural experiences. The OGG global network includes over 30 senior consultants and 10

alliance partners in more than 15 countries and operates out of 3 main offices in Chicago, Frankfurt and Sao Paulo and satellite branches located throughout Europe.

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