

WHO IS HEALTH CARE VISIONS?

An Experienced Strategic Partner

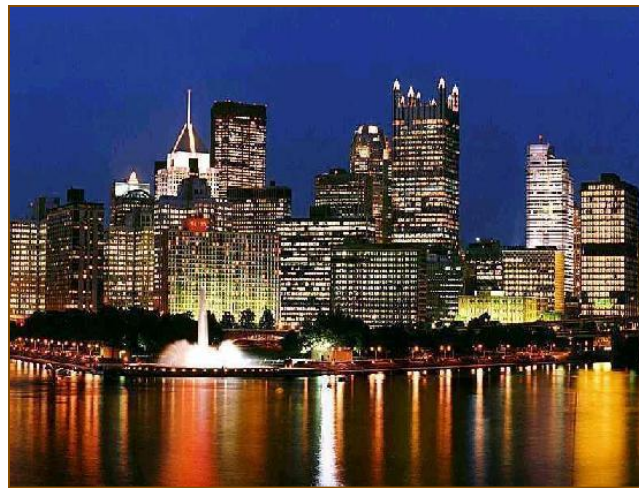
Health Care Visions, Ltd. is a nationally renowned consulting firm offering specialized expertise and services to hospitals to identify and evaluate existing or emerging opportunities in cardiovascular and peripheral vascular services.

Health Care Visions, Ltd.'s staff consists of Master's prepared clinical and business consultants who possess a tremendous amount of experience in managing successful cardiovascular and peripheral vascular programs for hospitals ranging from small institutions to some of the country's largest and most prestigious health care systems.

Our consultants are well versed in the latest, most advanced technologies and best medical practices in this rapidly evolving service category. We have provided assistance to over 85 hospitals, with assignments ranging from short, time-limited, task specific engagements to long-term strategic partnerships.

We welcome the opportunity to discuss your needs and explore solutions that can strengthen your existing programs or assist with the implementation of new services.

Health Care Visions, Ltd.
(412) 364-3770
www.hcvconsult.com



*Consultants Specializing in
Cardiovascular Programs*

Health Care Visions, Ltd.
3283 Babcock Boulevard
Pittsburgh, PA 15237

(412) 364-3770 Phone
(412) 364-3161 Fax

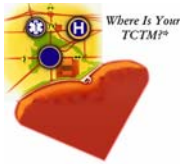
hcv@hcvconsult.com
www.hcvconsult.com

An Experienced Strategic Partner



HCV
Health Care Visions

How Big is Your Hospital's Cardiovascular Market?



Define Your Total Cardiovascular Target Market

Total Cardiovascular Target Market (TCTM) is defined as a geographical area representing the most likely source of patient referrals to your institution. To determine your TCTM, HCV will accurately define your cardiovascular program's admission volume and market share projections. This information will assist you in forecasting volume/referrals that can be used for all program planning.

Some of the Competitive Advantages This Tool Provides are

- Accurate information to identify the most significant segment of your current and future cardiovascular patient population
- A five year model with projected market share growth for program equipment, staffing levels and facility requirements
- Identification of a target audience for marketing, communication and outreach activities

How Do You Evaluate Cardiovascular Program Opportunity?

Cardiovascular Program Strategic Plan

The cardiovascular strategic plan outlines the objectives and goals to be achieved to maximize opportunity to implement a successful program. The cardiovascular strategic initiative provides the foundation for developing a detailed business plan.

What is Included in a Cardiovascular Strategic Plan?

- A Cardiovascular Strategic Plan provides:
- Demographic research and volume projections
 - Historic referral patterns of cardiovascular patients
 - Competitor identification and analysis
 - Industry and market trends
 - In-depth review of existing cardiovascular services
 - Financial assessment and pro forma development

Is Your Cardiovascular Program Where It Needs to Be?



Cardiovascular Program Assessment

This comprehensive assessment benchmarks your current performance against best practice models and outlines improvements to enhance your program's performance and profitability.

What is Involved in the Cardiovascular Program Assessment?

The assessment examines the overall performance of your program focusing on financial efficiency, operations, performance improvement initiatives, information technology and your current market position.



The assessment includes:

- A complete evaluation of all cardiovascular services
- Interviews with individuals who are key stakeholders to the program
- An analysis of the cardiovascular services competition

What is the Cardiovascular Program Assessment Deliverable?



Health Care Visions, Ltd. will provide a detailed report comparing your program's current performance to best practice models. A plan, recommending how to move your program to a best practice position, is included.

Is There a "Vascular" in Cardiovascular?

Peripheral Vascular Program Need Assessment

A Peripheral Vascular Program Need Assessment determines the feasibility of adding PV services. The assessment focuses on defining the scope of service and providing a plan for successful implementation.

What is Involved in a Peripheral Vascular Program Need Assessment?

- Interviews with key stakeholders
- Identification of industry and market trends
- Demographic research and projections
- Identification of program capital and staffing requirements
- Development of program financial models

What is the Peripheral Vascular Program Need Assessment Deliverable?

Health Care Visions, Ltd. will provide a detailed business plan outlining the best model for your hospital for program implementation.

What's Involved in Cardiovascular Program Implementation and Design?

Cardiovascular Program Implementation

Health Care Visions, Ltd. offers a full spectrum of services for cardiovascular and peripheral vascular program implementation or redesign. These services are customized to meet the unique needs of each client. Quality clinical operations and sound financial modeling provide the foundation for a successful program.

One Stop Post Op™ Patient Care Delivery Model

The One Stop Post Op™ is a patient care delivery model that Health Care Visions, Ltd. pioneered and implemented at dozens of hospitals across the nation. The concept of this model is for the patient to remain in one unit with care provided by the same staff for the post operative period to discharge. This model eliminates the costs associated with transferring the patient.



The One Stop Post Op™ method promotes a faster response to complications. Since the staff is familiar with the patient, they are able to recognize the minutest changes and take action immediately. The One Stop Post Op™ patient care delivery model will distinguish your hospital's program, giving you a competitive advantage.