

Case Study

National Service Network

Market Assessment & Business Strategy

Situation

- Supported the executive team of the leadership organization for the nation's largest network of local programs (5,000+) addressing social isolation and hunger for the 65+ population
- Requested to develop and facilitate executive approval of a strategic business case for a new Health Strategy

SMA Services



Strategic Review



Business Planning



Product Review



Market Analysis

Actions & Impact

- Facilitated internal visioning sessions
- Validated foundational business case assumptions and market insights
- Defined future state operational "ecosystem"
- Scenario planning and financial model/ROI analysis
- Assessment of reimbursement and payer readiness requirements
- Development of targeted payer "pitch-deck" for use in on-going Business Development and Corporate Relations initiatives
- Developed Board of Director business case and supporting operational/financial projections

Results



Payer Target Pitch-Deck



Board of Director Funding Approval