



Case Study

Regional Medical Center

Business Plan Development

Situation

- Supported executive leadership development of a business plan for a new Comprehensive Cancer Center program
- Requested to provide 3rd-party planning and project management framework to align multiple (10+) program and planning teams across Medical Center enterprise

SMA Services



Strategic Review



Business Planning



Business Transformation

Actions & Impact

- Detailed local/regional market analysis
- Product line assessment and strategic operating model considerations
- Net Present Value (NPV) Discounted Cash Flow (DCF) and Internal Rate of Return (IRR) scenario analysis
- Volume and Unit of Service (UOS) activity-based costing
- Service line and division level forecasting
- Certificate of Need (CON) requirements development and modeling
- National corporate parent review and approval presentations and decision-support
- Facility, organization structure and Medical Center operations impact assessments

Results



Stakeholder approval for \$50M+ Investment