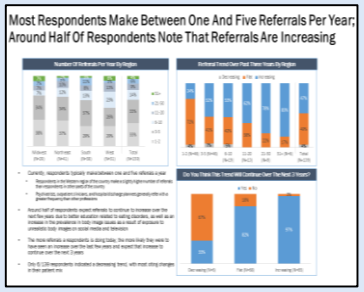
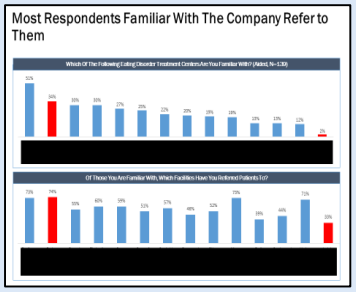
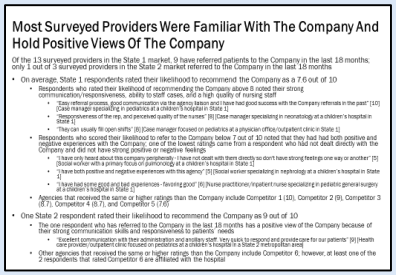
Market Research

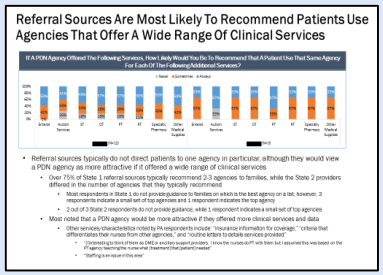
Case Studies

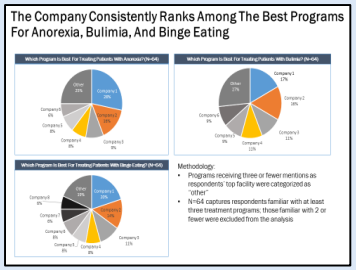
Engagement Type	Transaction Diligence	Transaction Diligence
Situation	A private equity sponsor sought to understand key trends in the referral process impacting a multi-state eating disorder treatment provider which offers inpatient ("IP"), residential, partial hospitalization ("PHP"), intensive outpatient ("IOP") and outpatient services.	A private equity sponsor sought referral source views of a private duty nursing Company with operations in two key markets
Description of Marwood's Work and Analysis	• Conducted a nationwide referral source survey to ascertain views on eating disorder treatment providers and key trends in the referral process • Analyzed the referral source market in the Company's five key Metropolitan Statistical Areas to assess referral source awareness, familiarity and perception of the target Company and its competing providers	• Conducted a referral source survey in the Company's key states to ascertain referral source trends for private duty nursing agencies and their views on the Company versus its competitors

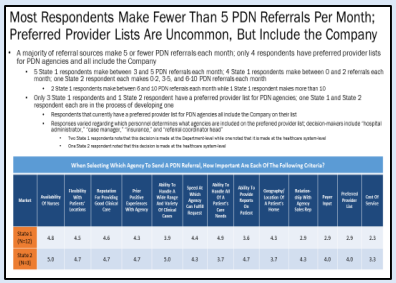


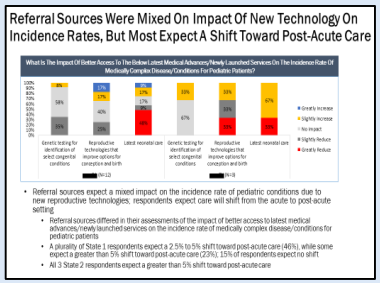












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