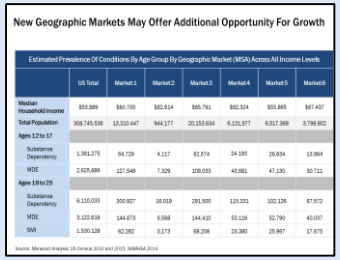
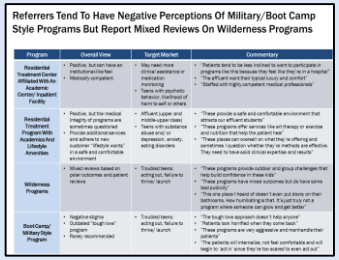
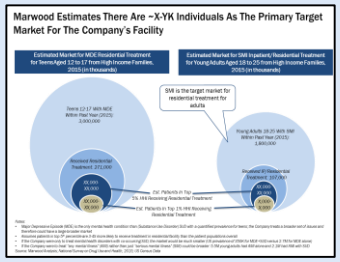
Market Research (1/2)

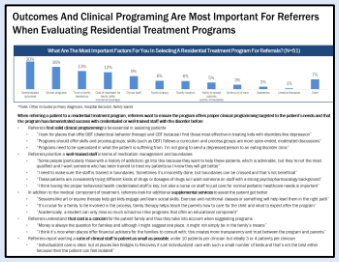
Case Studies

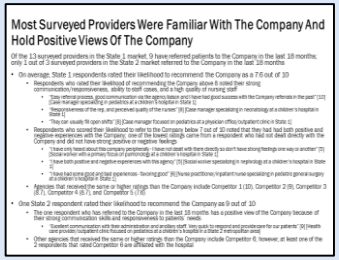
Engagement Type	Transaction Diligence	Transaction Diligence
Situation	A private equity sponsor sought to understand the market size and operating environment for a provider which offers residential, partial hospitalization and outpatient behavioral health / substance abuse treatment services.	A private 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 market sizing analysis to estimate the size of the national and select local markets for residential behavioral health and substance abuse treatment • Gathered perspective and insights from referral sources for behavioral health facilities to understand the factors and considerations that impact where they refer • Evaluated the competitive landscape and profiled the company's key competitors • Conducted interviews with the company's management team	• 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

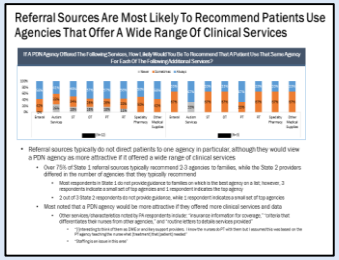


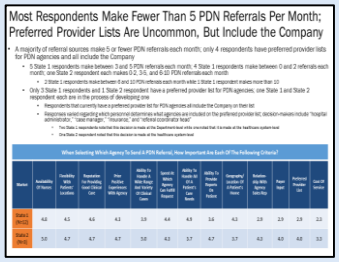


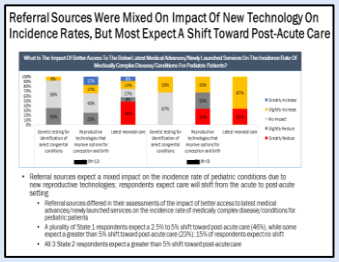










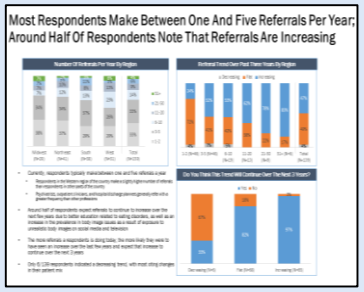


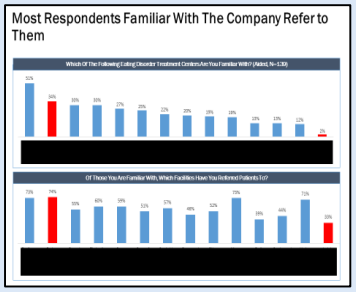
These case studies are provided for marketing purposes only. The slides, and the information contained within, are not intended to be, nor should they be, utilized or relied upon in any way.

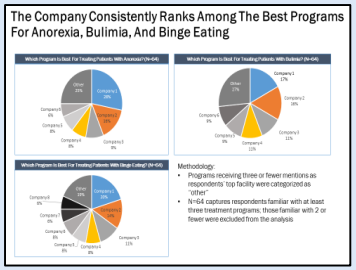
Market Research (2/2)

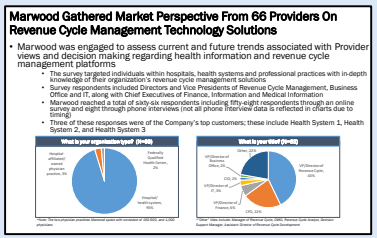
Case Studies

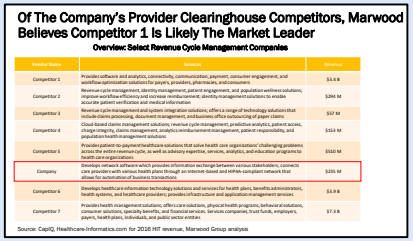
Engagement Type	Transaction Diligence	Transaction Diligence
Situation	A private equity sponsor sought to understand key trends in the referral process impacting a multi-state eating disorder treatment provider which offers inpatient, residential, partial hospitalization, intensive outpatient and outpatient services.	A private equity sponsor evaluating a potential investment in a leading healthcare information technology and revenue cycle management ("RCM") company sought outlook and perspective from key stakeholders on the clearinghouse, prior authorization and provider engagement solutions offered by the target.
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 provider and payor market analyses, gathering input from key stakeholders to assess current and future trends associated with views and decision making insights into choices, benefits and competitive dynamics around health information management and RCM platforms used by customers in primary and secondary markets • Conducted a reputation analysis of the company and its competitors • Identified related unmet customer needs within primary and secondary target markets

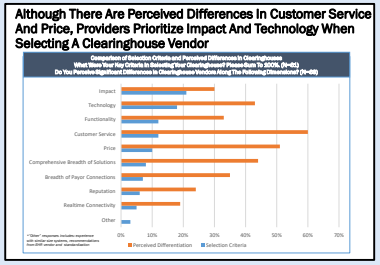


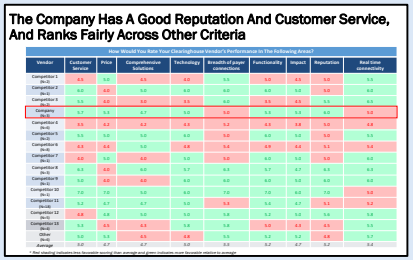












These case studies are provided for marketing purposes only. The slides, and the information contained within, are not intended to be, nor should they be, utilized or relied upon in any way.