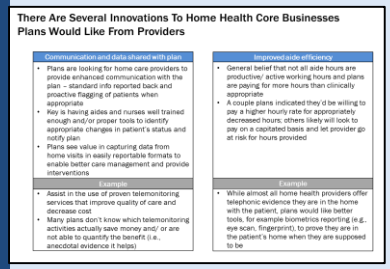
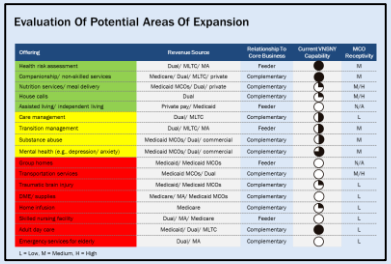
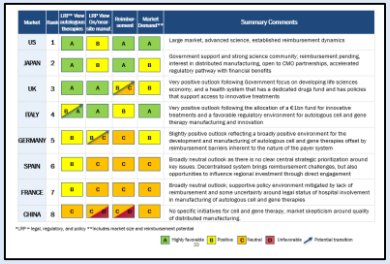
Strategic Advisory (1/2)

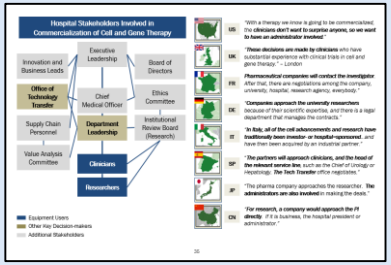
Case Studies

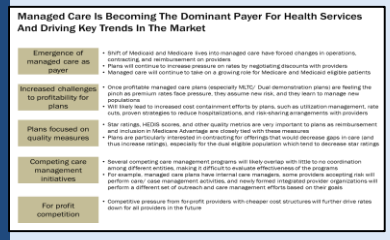
Engagement Type	Strategic Advisory	Strategic Advisory
Situation	A large regional home health provider faced significant changes in its core business, including margin pressure, and sought new opportunities which would allow the client to diversify its business and achieve profitable growth.	A large biotech company was considering a new business model for their patented manufacturing technology in the cell and gene therapy space and sought guidance on potential demand as well as an analysis of what conditions and international markets would be most attractive.
Description of Marwood's Work and Analysis	• Identified the client's key capabilities for new business entry • Developed potential growth opportunities • Gathered perspective from stakeholders on demand for the client's services and its competitors • Prioritized growth opportunities for the client based on market need and ease of implementation	• Evaluated and ranked eight national markets by regulatory, reimbursement, and market potential to identify potential entry points • Engaged with prospective customers globally in key scientific centers to test the value proposition of the offering and the potential approach and associated capabilities required • Modeled the business case (revenue, costs, NPV, IRR) associated with developing novel personalized medical therapies using client technology

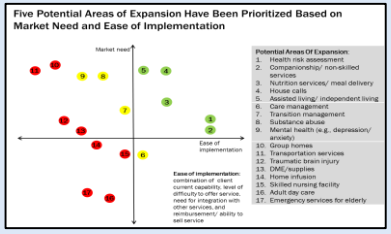


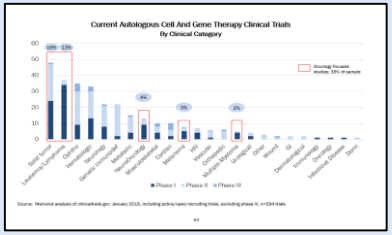


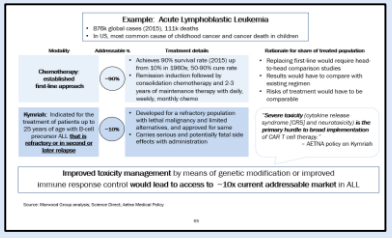












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Strategic Advisory (2/2)

Case Studies

Engagement Type	Strategic Advisory	Strategic Advisory
Situation	A leading treatment provider to patients suffering from co-occuring addiction and mental health disorders sought to identify de novo growth opportunities outside of its existing markets.	A provider of medical cost containment solutions and integrated care management services sought assistance in developing a strategy to diversify into new markets and expand its suite of products and services
Description of Marwood's Work and Analysis	• Conducted a market favorability assessment to rank the attractiveness of new target markets based on key variables selected by Marwood and the client • Assessed commercial health plan views on coverage, utilization, networks and reimbursement in new target markets which were jointly identified by Marwood and the lient • Analyzed state regulatory and licensing requirements • Provided final recommendations on which new markets to enter	• Identified potential service lines with significant unmet need, across Medicare Fee-For-Service, Medicaid Fee-For-Service, Medicare Advantage, Medicaid Managed Care, Managed Long-Term Care and commercial payers • Gathered perspectives from key stakeholders on the relative value proposition of the services • Assessed national market size, total addressable market size, and market growth outlook for the service lines