

"Chance favors the prepared mind."

~LOUIS PASTEUR

Cavanaugh Consulting Group (CCG)

CCG provides strategic information technology management consulting services to the health care industry. Two former PricewaterhouseCoopers consulting partners and a long-time colleague formed CCG.

Our clients benefit from the extraordinary knowledge and know-how of the CCG team, thereby reducing the risk inherent in major IT projects and enjoying a rewarding consulting experience.

CCG attributes include:

- Collectively we have worked for over 1,000 health care organizations. Including all of the hospitals listed on the US News and World Report Best Hospital Honor Role.
- We are organized on a knowledge model, not a leverage model; therefore, we have no junior staff. CCG's Principals are our consultants and they average 35 or more years of healthcare experience.
- Many of us have been partners or senior managers with Big-4 consulting firms and/or senior executives of hospital groups or academic medical centers.
- Among us, we have consulted for many of the leading vendors, as well as entities that are seeking to enter, or invest in, the healthcare information systems market..
- Many of us have worked for health care information technology vendors at some point in our careers.
- We do not sell large-scale implementation projects and do not have revenue sharing relationships with vendors; nor do we sell or resell software or hardware products. Therefore, we can be completely objective in our analysis and recommendations.

"We cannot solve problems by using the same kind of thinking we used when we created them."

~Albert Einstein

CCG Services

- Unified Communications Services
- Network and Infrastructure Planning
- CPOE and EHR System Consulting
- Creation and Updating of IT Strategic Plans
- Management Retreats and IT Trends Presentations
- Vendor Selection Assistance
- Contract Negotiation Support
- IT Executive Project Management Services
- IT Operational Assessments and Benchmarking
- IT Outsourcing Evaluation and Oversight
- Decision Support System Services
- Behavioral Health System Consulting
- Operations Improvement Services
- Strategic Market Analyses
- Business Planning Services
- Acquisition/Investment Due Diligence

Corporate Office

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Founding Principals

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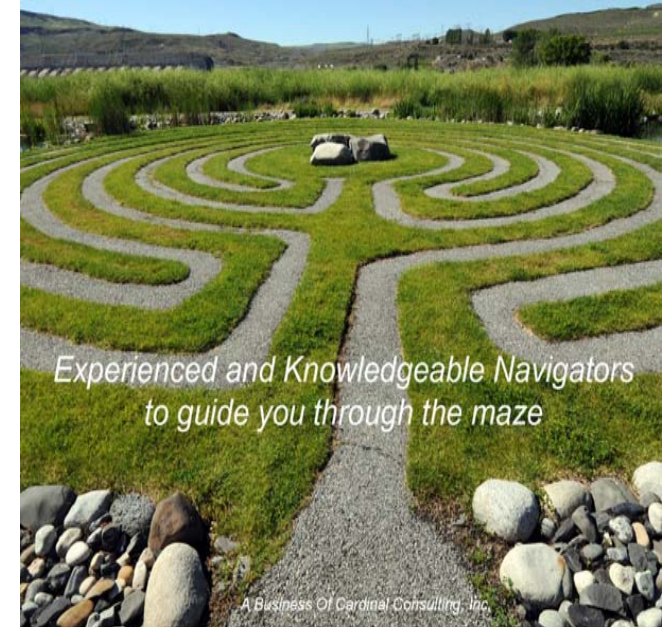
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Cavanaugh Consulting Group

A Healthcare Management Consulting Firm



CONSULTING SERVICES BROCHURE

*Services for Healthcare Information Systems
Vendors and Investors*



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The industrial landscape is already littered with remains of once successful companies that could not adapt their strategic vision to altered conditions of competition.

~William Abernathy

OUR SERVICES

It is often noted that the healthcare industry has underinvested in Healthcare Information Systems ("HIS"). Over the past few years, however, important industry drivers have emerged including pay for performance, patient safety, mandatory reporting requirements and a variety of governmental initiatives. As a result of these drivers, the industry is rapidly changing and most analysts project dramatic growth in the HIS market. This growth will, in turn, lead to exceptional business opportunities in the market – both for HIS vendors and for those entities who choose to invest in the industry.

Market optimism must, however, be tempered by a healthy dose of reality and, in certain cases, even skepticism. In particular, those of us who have been in the industry for many years have seen numerous companies – large and small – enter and exit the market, and business success, and/or investment success, is far from guaranteed. In order to succeed in this opportunity filled, but challenging, environment it is critical to build from a base of deep industry knowledge and expertise.

CCG, by virtue of the experience of its staff, is extremely well positioned to assist both technology companies and investors in those companies.

CCG staff is also available through the Gerson Lehrman Group's GLG Councils as part of its industry focused networks of consultants.

Services Provided

We provide the following types of services to our business customers:

- **Market Analysis** – A comprehensive examination of a market, including key players, customers, products and opportunities.
- **Strategic Planning** – A high level roadmap to achieve success in the future.
- **Business Planning**- A detailed plan to move forward with a specific existing or new business initiatives.
- **Acquisition Due Diligence** – What are the strengths and weaknesses of a target? Is it a good short, medium or long term investment?
- **Product Analysis** – Where does a product fit in the market? What are its strengths, weaknesses, and growth opportunities? How should it be priced?
- **Customer Analysis** – How do the customers perceive the company and its products? What are the customers' buying patterns and unmet needs?

Our Clients

We have conducted numerous projects for major HIS companies, technology vendors, investment bankers and venture capital firms, managed care companies, data companies and pharmaceutical companies. In order to preserve client confidentiality, we do not publicize either the names of companies or the specific projects that we have conducted for them. We can, however, provide you with suitable client references, at the appropriate time.



"In a moment of decision the best thing you can do is the right thing. The worst thing you can do is nothing."

~Theodore Roosevelt

Examples of recent engagements include:

- **Major Technology Company** – Assisted this well known company with market positioning and targeting of key decision makers for a new product being introduced into the HIS market.
- **Investment Group** – Performed due diligence regarding a major capital investment in a midsize HIS company.
- **International HIS Vendor** – Evaluated the market feasibility of introducing a new product line in the U.S. market.
- **Investment Group** – Provided education and market information on industry drivers such as the ARRA/HITECH Act and vendor mergers

Why CCG

Because of the highly specialized nature of this work, it is best performed by very experienced consultants. Projects of this type cannot be successfully leveraged to junior staff. Because of CCG's unique business model we can provide highly experienced consultants at very competitive rates and therefore we see ourselves as uniquely positioned to assist clients with these critical projects.

Further Information

For more information contact:

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- Frank Cavanaugh at 708-267-8584,
- Everett Hines at 201-788-1631

Or your local CCG Principal