

MARKET AND BUSINESS DEVELOPMENT PLANNING

Are bariatric surgery programs a good idea, or will newer, safer diet drugs make the need for it obsolete? What are the target demographics, and what are the key success factors? PBHBS has significant experience in ensuring that all the elements that build a business are in place to achieve targeted volumes, profit, and market growth goals. These elements include operational, financial, staffing, referral relationships, customer satisfaction and other considerations to be accounted for prior to investing in a new venture.

Some of the business development initiatives with which PBHBS has assisted clients include:

- Determining size, program scope, and location options for a replacement hospital, and best re-deployment uses of the existing hospital
- Program development and siting of outreach clinics and ambulatory surgery facilities
- Affiliation strategies for cancer, neurosciences, rehabilitation and cardiovascular services
- Primary care network development

TO LEARN MORE, CALL PATRICK T. BUCKLEY, MPA AT (262) 408-5549, OR EMAIL PBUCKLEY4@WI.RR.COM