



**“If you want to create a breakthrough, don’t look around. Look ahead.”**

- **Daniel Lamarre,**  
**President**  
**Cirque du Soleil**

We have extensive experience helping hospitals, health systems and healthcare providers examine and adopt best practice end-to-end business building strategies. Our business building practice helps clients create new business ventures and strengthen competitive performance to build substantial, profitable growth.

Our business building consulting services:

- Support your business planning, feasibility studies and product development for clinical services and other business ventures
- Enable you to identify and assess market opportunities and competitive threats
- Assist in formulating business building strategy and prioritize business investments
- Align your business building initiatives, structures and capabilities, and improve business performance to achieve strategic goals and growth objectives
- Track the effectiveness of your business development initiatives, calculate return on investment, and measure contributions to growth

### **Business Building Consulting Services**

- Business building planning
- Market research, competitive assessments and feasibility studies
- Clinical service line, product and program development
- Business development audits and performance improvement
- Business building capabilities and process improvement
- Business development executive, board or staff retreats and workshops

### **Contact Us**

The Strategy Group™ is a healthcare consultancy specializing in competitive market strategy. To learn more about how we can help you create, implement and sustain a successful strategic business development plan, contact Pete Dawson at 757.640.8515 or [dawson@thestrategygroup.com](mailto:dawson@thestrategygroup.com).

**thestrategygroup™**

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