



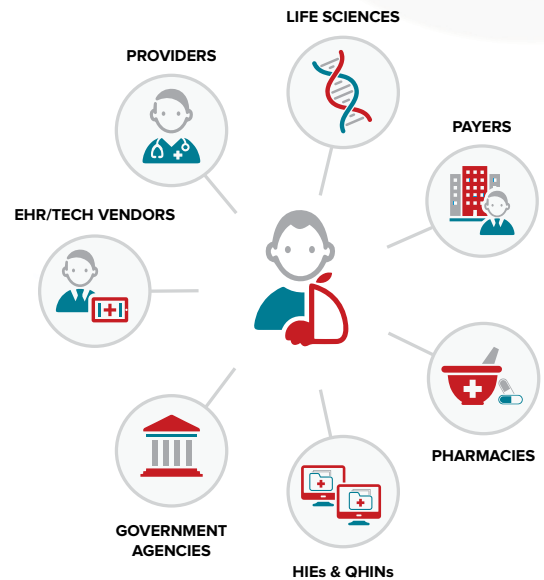
Point-of-Care Partners LLC

LEVERAGING OUR 360° VIEW OF HEALTHCARE TECHNOLOGY FOR OUR CLIENTS

Point-of-Care Partners (POCP) is a healthcare consulting firm serving the healthcare industry since 2003. We work with clients across the healthcare ecosystem including payers, providers, technology vendors, government agencies, and life sciences to improve patient outcomes and advance healthcare technology. POCP's service offerings include market intelligence, business and product strategy, program, product and project management.





Our experts specialize in the intersection of standards, policy, and technology and how to create technology and implementation strategies to be successful with interoperability. Our key focus areas include payer interoperability, pharmacy interoperability, specialty automation, policy, value-based care, health equity, and cost and price transparency.

At POCP, we are committed to driving healthcare innovation by working with stakeholders across the healthcare industry. Our goal is to create a more efficient, effective, and equitable healthcare system that benefits everyone.



Our Approach

POCP's approach is centered around collaboration, innovation, and expertise. This starts with our deep understanding of the healthcare industry, but we don't stop there we conduct primary market research internally and externally with customers and/or industry stakeholders to illuminate business challenge and potential paths forward.

BASELINE	CONCURRENT PRIMARY RESEARCH		ITERATIVE
 <p>DEEP KNOWLEDGE & UNDERSTANDING</p> <ul style="list-style-type: none"> POCP has conducted thousands of interviews over our 20 years We focus only on key industry topics to cultivate a deep understanding This baseline knowledge enables us to create insightful discussion guides and ask smart follow-on questions to get our analysis right the first time 	 <p>VOICE OF THE BUSINESS</p> <ul style="list-style-type: none"> Interview key stakeholders within client organization Assess current understanding, skill sets and perspectives on the relevant focus area Capture client organizations views, growth/progress opportunities, synergies with current capabilities and how they can be leveraged to meet short and long-term objectives 	 <p>VOICE OF THE MARKET</p> <ul style="list-style-type: none"> Interview industry stakeholders to assess industry views & perspectives Evaluate alignment and gaps between industry views & approaches with client organization perspectives Gain insight on related plans/desires/expectations Identify perceived positives and negatives, barriers and openings 	 <p>ANALYSIS AND RECOMMENDATIONS</p> <ul style="list-style-type: none"> Synthesis views of key internal and external stakeholders and current clients, and feedback highlighting any views that converge Preliminary assessment of strengths, weaknesses, opportunities and threats with respect to achieving short and long-term goals

Focus Areas

What makes POCP unique is that our consultants possess a comprehensive understanding of our key focus areas, which evolve as the industry changes. Our consultants build on their foundational knowledge to cultivate deeper understanding as new focus areas emerge.

POCP subject matter expertise runs deep, where other consultancies may know a little about a lot. This translates into quality deliverables for our clients. POCP knows the right questions to ask and when to probe new discoveries.

Ask us about how we can help you with strategies and insights in these key focus areas.



Interoperability

- Payer Interoperability
- Pharmacy Interoperability
- Business Process Transformation
- Implementation Readiness
- Clinical Data Exchange



Life Sciences

- Health IT Impact on Pharma
- EHR Strategies/Support Tools



Policy

- Regulatory Resource Center
- Subscriptions
- Health IT Policy Analysis



Health Equity: Data Acquisition Strategy



Specialty Automation



Value-based Care



Workflow Insights & Streamlining



Price & Cost Transparency



Standards Development (X12, NCPDP, HL7, FHIR)