To achieve national MARKET-DRIVEN STRATEGIC recognition as a THE IDEAL Growth in Demand PLANNING PROCESS premier provider of FUTURE FOR O.C. Services Fragmented ASSUMPTIONS Limited Providers NPSYP accessible clinical Pediatric Neuropsychology excellence ₩ Referral Network Insurance Paneled To improve the lives of children by providing Clinically Certified MISSION: Market Value NPSYP '09 Market ValueEWHAD '09 GOALS FOR THE sustainable, affordable **BUSINESS OVER** 2000 @ \$200 = \$400,000 1000 @ \$200 = \$200,000 and accessible clinical Assessments excellence of the highest YFARS Research measureable standard Collaborations Competent Service CUSTOMER Available & Affordable Service EXPECTATIONS **Changing Goals** Compassionate Service **Payor Collections** MARKET COMPANY SWOT **EVALUATION** Admin Support ANALYSIS **Local Private Practitioners** COMPETITIVE THREATS **Adult Practitioners** Un Certified $\mathbf{\dagger}$ I/O Practitioners non MBA **Adult Providers** Hospitals KEY SUCCESS **Promotion & Geographic Expansion** Admin/Testing Support Clinical Reputation Service Payments $\mathbf{\bullet}$ SOURCES OF **Extensive Referral Sources** COMPETITIVE Service Payment Restrictions ADVANTAGE CRITICAL ISSUES FACING NPSYP Well Funded **OVER NEXT 3-5 Testing Support Process** YEARS Outreach & Market Education **DEFINITION OF TERMS** IDEAL FUTURE: It is the vision for an Fiscal Sustainability organization. It is about creating at ideal GENERAL **Additional Certifications & Offerrings** STRATEGIES preferred future with a grand purpose of **Optimal Assessment Process** greatness. It should stimulate economic, personal and customer growth. **Expand Payor Network & Reimbursements** Long MISSION: Addresses the scope and LONG-RANGE Range Promotion, Outreach & Feedback direction of the organization's activities. **OBJECTIVES** Business It should include the organization's 3-5 **Engineer & Staff Assessment Process** Plan 3-5 year goals. It should be understandable ₩ and memorable to all employees. It should come from the mind. Aetna, Medicare, SHORT-RANGE Reorganize Schedule OBJECTIVES SWOT: Process to identify major Integrate Psychometrician Annual strengths, weaknesses, opportunities and **Business** threats. It is the basis for identifying **Submit Additional Locations** Plan & critical issues for an organization. **Promotion & Certification** Budget ACTION PLANS **Audit Productivity** COMPETITIVE ADVANTAGE: Feature or 200 Patient Assessment Hours @ 100 = \$40,000 ACTIVITIES competence of the organization that can not be readily copied by its competitors and could lead to market leadership. Usually involves an organization's strengths. KEY SUCCESS FACTORS: What makes the difference between success and failure at market leadership in this Increase Reimbursments 25% business. MB CRITICAL ISSUES: Major issues to be Complete ABPdN resolved to avoid lost revenues/profits or missed opportunities. They are few in MPO Increase Outpatient Referrals 25% number, high in priority and of strategic importance. MP

STRATEGY: A long term plan of action to achieve a particular goal. Strategy is

differentiated from tactics or immediate actions with resources at hand by it's nature of being extensively premeditated,

Strategies are used to make the problem

and often practically rehearsed.

easier to understand and solve.

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Staff Assessment Support

MBO'S