

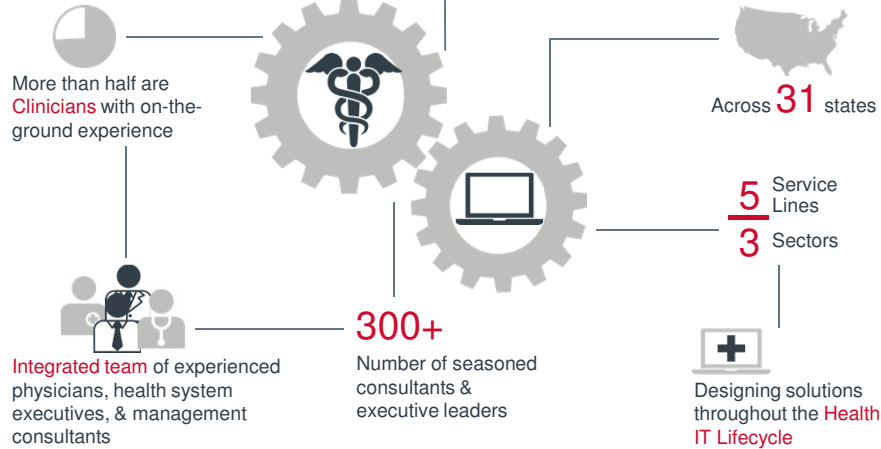
## Clinovations Overview

- 1 Personal Intro
- 2 The Clinovations Business
- 3 Competitive Position and Growth Potential
- 4 Requirements For Success

## Who We Are

3

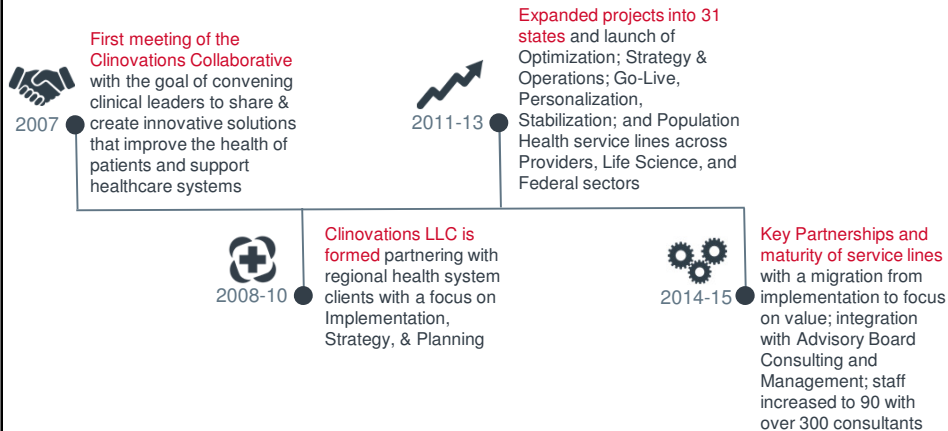
### Clinovations



©2015 The Advisory Board Company • [advisory.com/consulting](http://advisory.com/consulting)

## Our Timeline

4



©2015 The Advisory Board Company • [advisory.com/consulting](http://advisory.com/consulting)

# Integrated with Broader ABC Solutions



## RESEARCH AND INSIGHTS

### Understand Your Evolving Market and Customer

- Achieve market and customer insight essential to definition and execution of commercial strategy, customer relationship development
- Access market/customer intelligence reports, industry experts, analytical and forecasting support, educational tools and in-person education sessions<sup>1</sup>
- Foster cross-industry relationships through CXO-level national meetings



## STRATEGY CONSULTING

### Develop and Execute Winning Strategic Plans

- Evaluate and identify large-scale, transformational growth opportunities
- Build tactical action plans that are tailored to organizational objectives and culture, local market dynamics
- Engage key stakeholders in strategy development and tactical planning



## IT CONSULTING

### Utilize Health IT to Engage Customers and Patients

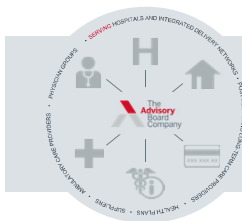
- Use health information technology to pilot innovative strategies to improve screening, diagnosis, evidence-based treatment and adherence; elevate patient engagement
- Manage strategic initiatives to redefine relationships with health systems and patients



## CUSTOM ANALYTICAL SUPPORT

### Leverage Data to Answer Pressing Business Questions

- Access the Advisory Board's unmatched data asset that houses charge-level detail for over 21M inpatient admissions, 91M outpatient encounters, 52M ambulatory encounters
- Collaborate with Advisory Board experts to design studies to answer your most pressing business questions



## THE ADVISORY BOARD COMPANY

Utilizing an Advantaged Position at the Hub of Healthcare to Unlock Actionable Intelligence

**3,800+**

Serving a membership of over 3,800 hospitals and health care providers

**300+**

Delivering value to over 300 health care product and service companies

**30+**

Experience advising healthcare companies for over 30 years

**2,500+**

Healthcare professionals employed

# Local Ventures

**clinovations**

**LifeFuels**

**VirginiaTech.** | Apex Systems Center for  
Pamplin College of Business | Innovation and Entrepreneurship

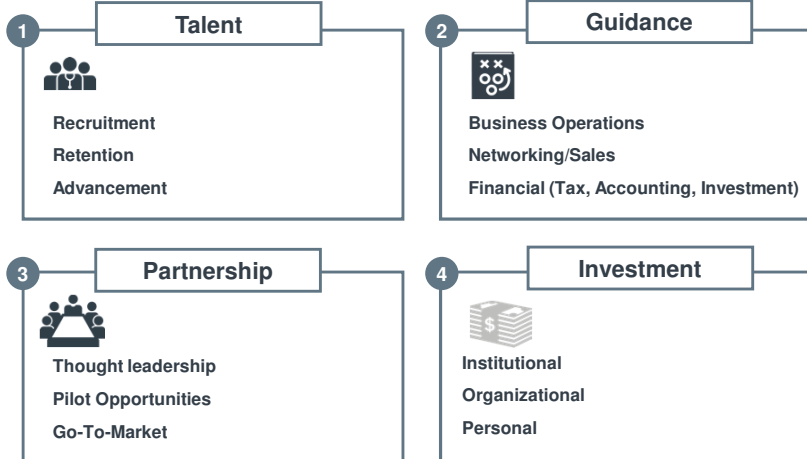
**BABYSCRIPTS™**

**socialtables**

**[VTIN.]**

# How to Help

## Startups and New Ventures Need Your Support



©2015 The Advisory Board Company • [advisory.com/consulting](http://advisory.com/consulting)



Consulting and Management  
Innovations

1325 G Street NW Suite 900 | Washington DC 20005  
P 202.448.1200

[advisory.com/consulting](http://advisory.com/consulting)