



Management Performance Associates

Woods Mill Towers • Suite 501 South

14323 South Outer Forty Road

Chesterfield, Missouri 63017

314 • 434-4227 FAX 314 • 434-4337

www.healthcareperformance.com

Elements of Successful Positioning

Organizations that achieve consistently superior results do several things well. There is no “one thing” that leads to superior performance; rather, managers create outstanding results by improving management capability and technical skills, by constantly advancing clinical services to boost revenues, by understanding the strengths and weaknesses of their competitors, and by evaluating their businesses in relation to what the marketplace wants.

Techniques that facilitate this disciplined approach include:

- **An environmental assessment/industry trend analysis**

- Industry drivers

- Access to the market

- Barriers to entry

- Changes in market direction and in healthcare delivery

- **Current position assessment & performance in the market versus competitors**

- Historical and current financial performance

- Market shares

- Types of customers served

- Current service offerings

- Strengths & weaknesses

- Opportunities for new service developments

- Management capabilities

- **Scenario-based financial modeling**

- Your desired position

- Critical assumptions

- Your strategic capabilities

- Recommended strategy with key moves

Desired financial position, projected
Capital cash flow, projected

More than anything else, successful positioning is the result of a good planning process which, in itself, is a valuable communication tool for your Board of Directors. Use the planning process to develop consensus on critical assumptions, to set a strategic direction for your company, to frame important decisions, to quantify the scope of change and the investment needed to re-position your business.

By: Michael A. Scavotto, FACHE

President, Management Performance Associates, Inc. St Louis, Missouri

314-434-4227 • mas@healthcareperformance.com