

Rethinking Healthcare Management

G2 GROUP
Company Overview

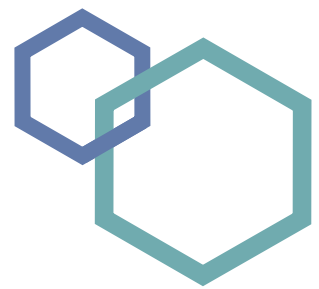
Key Service Offerings

Today's healthcare landscape is full of interesting challenges for hospitals, health systems, physicians and surgeons—especially when they're looking to grow.

Whether you want to expand your service lines, build new partnerships, or pursue another business development strategy, our team can provide the marketplace intelligence and resources you need to produce sustainable growth, all while enhancing quality of patient care.

Custom Engagements. Quantifiable Results.

The G2 Group partners with clients to translate strategic vision into front-line action. Our tactical insights and personalized service offerings are designed to improve operational and financial performance across the board.



Co-Management
Arrangements



Management Service
Organizations (MSO)



Practice
Development



Market Analysis
Quantitative
& Qualitative



Ambulatory/
ASC Strategy



Center of Excellence &
Institute Development



Employer
Health



Referral
Development



Strategic Business
Plan Implementation



Strategic IT
Consulting



Healthcare Real
Estate Development



Compliance

Ready for a fresh perspective?

We serve a national network of clients, from large health systems and physician groups, to community medical centers and rural hospitals. Contact us to learn more about our areas of expertise—we're here to help!

Designing strategy together with all parties for improved performance and quantitative results.

200+
completed
projects

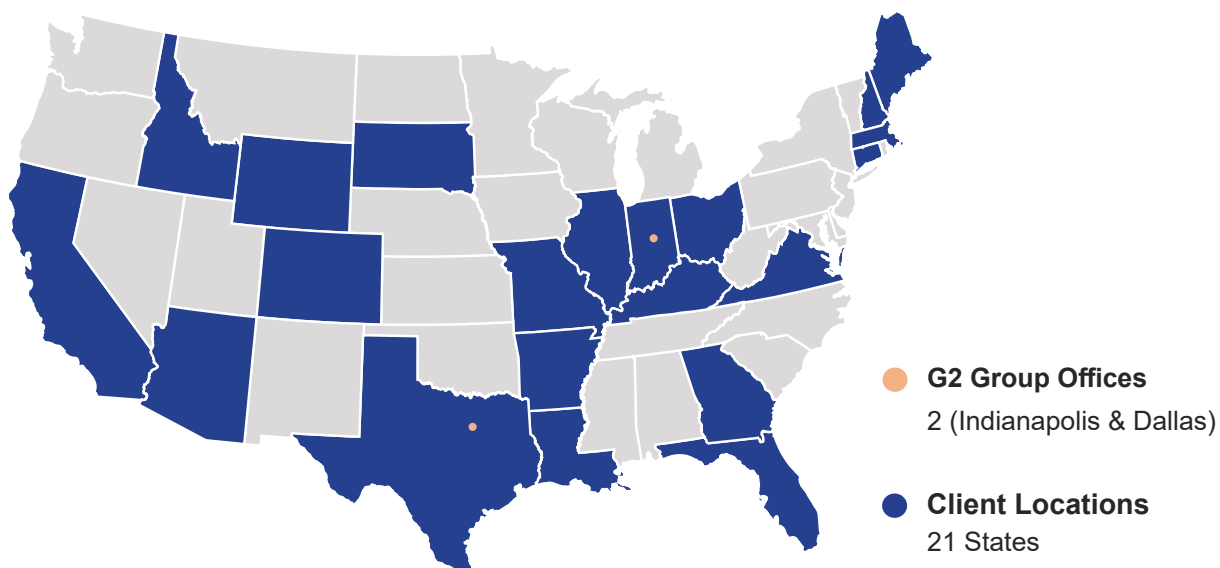
25
years of
experience

21
states

A National Network

Project Locations

Healthcare professionals across the country work with G2 Group advisors to uncover their unique market opportunities. We partner with you to identify your best outcomes for growth and implement personalized strategies to meet and exceed your goals.



Portfolio

Recent Client Engagements

G2 Group has worked with a multitude of healthcare providers including large hospital networks, health systems, primary and specialty groups, community hospitals, rural hospitals, and academic medical centers.



Baystate
Health

Advent Health

Hancock
Health



Franciscan
ALLIANCE

Lutheran
Health Network

BAPTIST
HEALTH



Community
Health Network

KETTERING
Health Network



Developing strategies to **grow service lines** and **forge lasting physician partnerships.**



Who We Are

The G2 Group is a nationally-recognized healthcare management and consulting firm specializing in business development. We are healthcare professionals with hands-on experience delivering quality care.

Services

We provide the research, analysis, and resources to help clients navigate issues related to **Hospital/Physician Partnering**, **Service Line Strategies**, and **Financial/Growth Solutions** for Strategic Business Plan Implementation, and more.

About Us

Our company name refers to the combination of elite healthcare intel that we provide to our clients – market research that is scientific and measurable, yet socially-oriented and gathered from current marketplace analysis.

How We're Different

With our diverse and seasoned team of healthcare consultants, **the G2 Group delivers customized and scalable services** to partner with clients on every level, in every stage of development.

Our Proven Approach

Our service offerings and customized engagements are designed to produce growth, improve profitability, and enhance quality of care. G2 Group partners with clients to first identify their goals, then identify the barriers, and finally to work with all parties—including healthcare executives, physicians, staff and other stakeholders—to develop strong strategies and enduring partnerships.

Service Line Planning & Strategy

Changing market competitive dynamics present challenges for service line planning. **In order to attain future growth, healthcare leaders must focus on the long-term vision while understanding the key short-term steps.**

Long-term success hinges on a shared vision and strategic approach in which all parties have shared in its development and success. Often there are immediate strategic opportunities which are pursued but the ultimate success is driven with a long-term vision and a targeted, tactical approach. **The G2 Group provides clients with our national strategic approach** that is combined with local knowledge of the client's team to identify market opportunities and grow the service lines.

Key Service Lines

Cardiovascular	Oncology	Musculoskeletal & Orthopedics	Imaging Services
Digestive Diseases	Women's Services	Neurosciences	Ambulatory/ASCs

Our Customized Approach

INTELLIGENCE REDEFINED

The G2 Group's differentiator for service line strategy rests within our quantitative analysis and qualitative insights. **We help our clients evaluate their organizational and market issues, and then we build effective programmatic strategies by first quantifying the market,** and then identifying the softer data, such as primary care referral patterns.

STRATEGY, DEVELOPMENT & IMPLEMENTATION

Our expertise includes conducting strategic business, organizational, operational, and market assessments to develop an overall analysis of the existing clinical services portfolio and then quantify the potential for growth. From there, **we're able to strategically design and build programs** that align with our client's current market needs, the future projections, and the growth requirements.

QUALITY & PERFORMANCE MEASURES

G2 Group believes that one of the **keys to a successful service line plan is prioritizing the clinical quality, satisfaction, and operational service line metrics.** This creates an emphasis on achieving high-quality outcomes and demonstrating performance through measurable data.

**Ready to rethink
healthcare management?**

Learn More
www.g2group.us

Planning & Strategy Services

QUANTITATIVE ASSESSMENT

- Market Analysis/Demographics
- Physician & Volume Trends
- Medical Staff Development Plan
- Regional Outreach
- PCP Referral
- Benchmarks: Operational, Quality, Practice and Satisfaction

QUALITATIVE ASSESSMENT

- Future of Service Line/National Trends
- Interviews: Leadership, Staff, Physicians, Advanced Practitioners, and Other Stakeholders
- SWOT Analysis
- Competitor Analysis

VISION, STRATEGY & TACTIC DEVELOPMENT

- Market Positioning - Center of Excellence
- Strategies & Tactical Plans Clinical Excellence Technology Physician Partnering Regional Referral System & Outreach Facility

PROJECTED VOLUMES & FINANCIAL IMPACT

- Volume Projections
 - Sub-Market
 - Sub-Specialty
 - Physician/Practice
- Capital & Operational Budget
- Projected Revenue & Expenses

GOVERNANCE & LEADERSHIP STRUCTURE

- Chartered Structure
- Hospital/Physician Dyad Leadership Structure
- Implementation Responsibilities /Accountability
- Progress Monitoring & Adjustment
- Assessments

LET'S CONNECT

Website

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Phone

877.776.0992

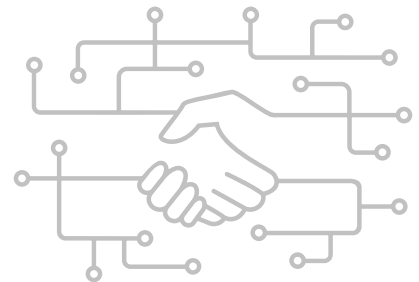
Hospital/Physician Partnering

The proper organizational structure produces **growth, better care, and improved profitability.**

Nationwide, hospitals/health systems, physician specialists, and surgeons are benefiting from custom-designed partnerships. **The key to unlocking a long-term solution for growth is to identify and serve the interests of all parties.** That's how the G2 Group can help. With our proactive approach and consultant-driven process, we work with clients through every stage of the operational alignment process.

Effective Strategies. Better Outcomes.

The G2 Group's team of independent healthcare management consultants **provide first-hand industry expertise** on enhancing alignment and building effective partnerships. We proudly serve clients every step of the way, providing both qualitative insights and quantitative results.



Partners Goals & Meeting Facilitation

Co-Management Arrangements Models

Leadership & Management Structure

Pay for Performance Metrics

Definitive Legal Documents

Professional Services Agreements (PSAs)

Compensation & Fair Market Valuation Opinion

Practice & Service-Line Evaluation/Strategy

Alignment Models for Your Long-Term Vision

As regulatory scrutiny continues to heighten, volumes remain difficult to capture with technology allowing less facility-intensive requirements to move procedures to outpatient settings. Forward-thinking hospitals are eager to pursue new physician alignment models including ASCs, Service line Co-Management, and Imaging & Diagnostic Centers, in order to stabilize and grow net revenues while improving quality of care.

Our team of trusted advisors work closely with clients looking to explore joint venture options, ambulatory surgery center development & optimization, office-based surgical center development, multispecialty group integration, and other progressive alignment models. **Working with the G2 Group empowers all parties to implement the customized healthcare management strategies that will best align with your goals for financial growth and operational performance.**

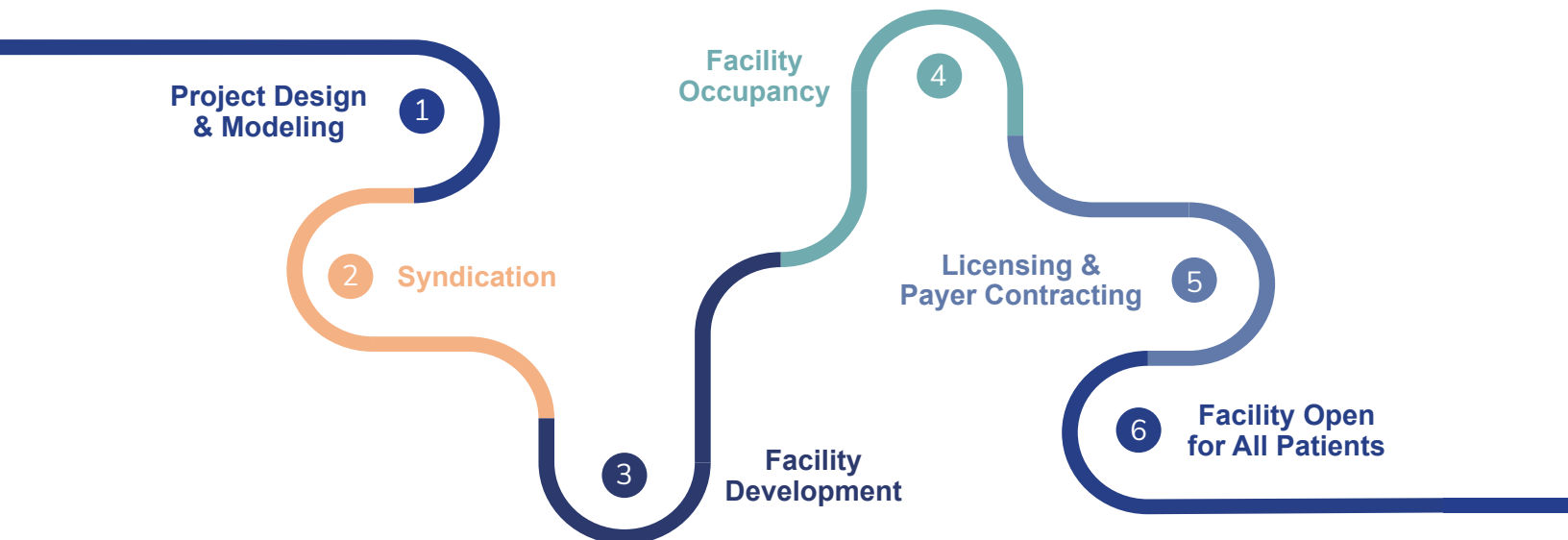
ASC Business Development

Organizational structures to **improve profitability and enhance quality of care.**

Pressure from payers has required the healthcare industry to re-think their service strategies. In order to provide more cost-effective care, forward-thinking hospital systems and surgeons need to shift to a business model that delivers reliable operating profit. With the G2 Group's team of independent consultants, it's easy to identify the right solution—and get your facility up and running.

We're here to guide you every step of the way.

Our approach is to first identify the goals for your ASC structure, as well as the barriers. From there, we facilitate the effective collaboration between all parties. With our G2 Development Roadmap, we strategically manage the ASC start-up to control costs and generate revenue, minimize the capital requirements, and drive clients through the finish line.



Discover the Best Model for Your Vision

The G2 Group assesses and develops sustainable ASC business models for clients across the nation, and we systematically design each structure to meet the demands of the local market. When set up correctly, your ASC structure should ultimately benefit everyone.

Ready to rethink
healthcare management?

Learn More
www.g2group.us

Partnerships That Optimize Capacity

NEW GROWTH AND BETTER MARGINS

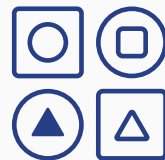
We're here to lead the discussions that allow clients to achieve alignment and pursue their common interests. By garnering the support of key physician partners, we help ASCs maximize operational efficiency and retain patients.



Market Differentiation

REGIONAL ASSESSMENTS & ANALYSIS

Conducting population research and reviewing the latest growth projections is critical for any organization's long-term financial success. Our consultants' scientific data analysis produces quantitative results, and our qualitative insights work to pinpoint the ASC opportunities for your region.



High Quality. Low Cost.

EFFICIENCY IS THE KEY TO SUCCESS

Now more than ever, healthcare providers must be able to capture and retain volumes that might otherwise be lost due to payer restrictions. For patients who have the option for ambulatory care, what could otherwise be a stressful and expensive procedure at the hospital becomes a quick, affordable, and far more comfortable experience at the ASC.



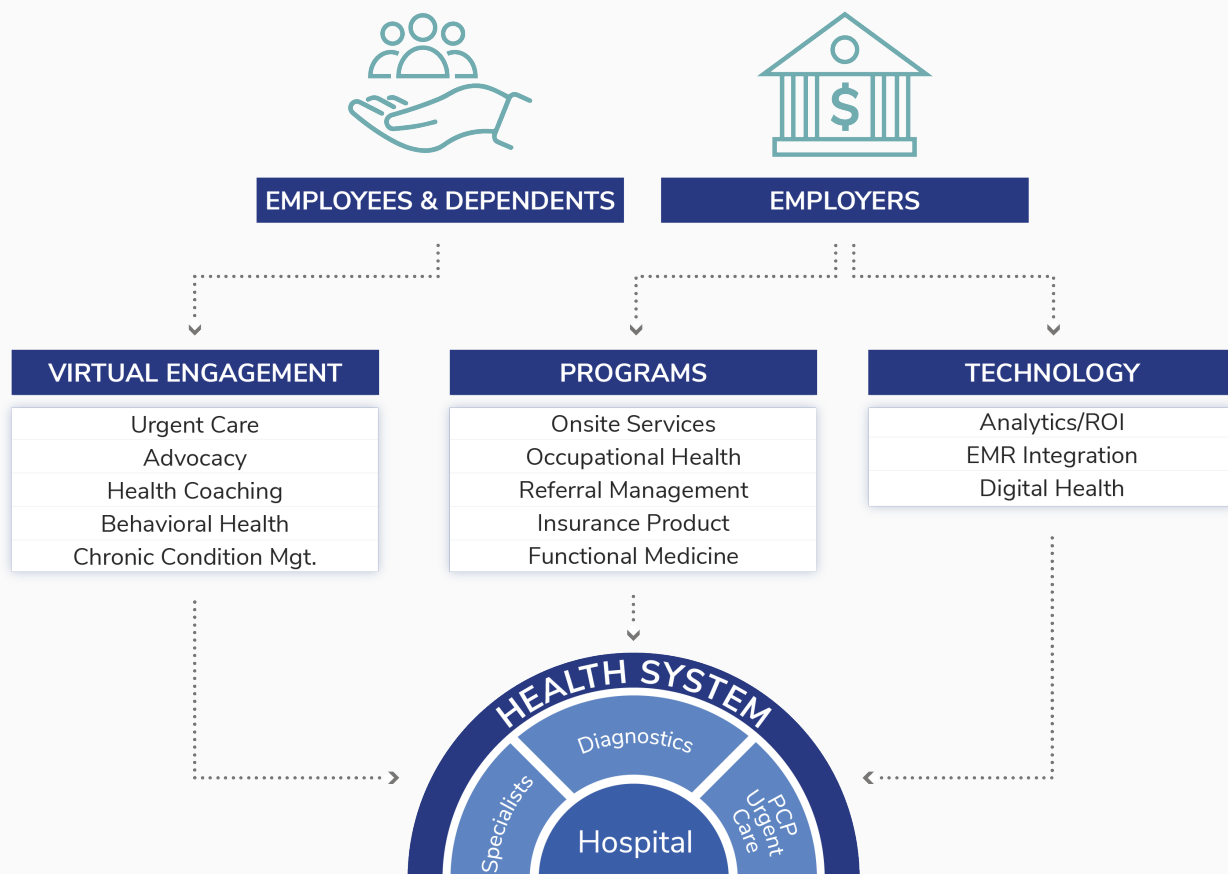
**Ready to rethink
healthcare management?**

Our custom engagements are designed to empower all parties. **Together, we'll define and then implement the best strategies for sustained growth**, whether through an HOPD conversion or a modern ASC that's built from the ground-up.

Unlock Your System's Growth Potential: Employer Health Solutions

The vast majority of health systems' profits stem **from employer-based insurance**. That's why we develop customized strategies for clients that are specifically designed to **attract new, enduring partnerships** with their local employer market share.

Let's transform your system's success.
With innovative employer health solutions, hospitals can secure reliable commercial payers with profit margins of up to 30%.



Connect with the Most Profitable Patient Base

Even though employers are constantly on the hunt for better healthcare, **it's common practice for them to bypass local providers altogether**. In order to establish direct contracts with the region's top employers, your system needs to **launch a suite of comprehensive solutions** that reduce claim spend and optimize cost efficiency.

By partnering with our healthcare consultants, you can enhance your value proposition and become **the preferred health provider** for your region's top employers.

The G2 Group specializes in assessing, developing, and implementing **sustainable Employer Health Solutions** with unique programs and services that **lower care costs and improve outcomes**. Our collaborative approach benefits all parties; we develop care solutions that improve system revenue—and appeal to employers and patients alike!

	PROGRAM UTILIZATION aligning provider & employer incentives	COST & QUALITY improving outcomes with value-based care	ENGAGEMENT strengthening employee retention / future patient base	VENDOR SOLUTIONS optimizing performance & investment
PHASE 1 Gap Analysis & Cost Savings Assessment	<ul style="list-style-type: none"> Review claims experience Eliminate redundant procedures / exams Evaluate workers' comp. market share 	<ul style="list-style-type: none"> Reduce specialist, hospital, diagnostics & drug costs Increase provider access Return to work / clearance protocols Educate employees on value-based care 	<ul style="list-style-type: none"> Address employee / dependent incentives Develop opportunities to shop costs / options Improve patient experience Reduce absenteeism & improve productivity Enhance talent acquisition 	<ul style="list-style-type: none"> Assess current vendors Review performance dashboard Define strategic / cultural fit with employer
PHASE 2 Strategy & Program Development	<ul style="list-style-type: none"> Advanced Primary Care (Onsite, Near Site, Virtual, Functional Medicine, DPC) Vendor Performance Audit 	<ul style="list-style-type: none"> Provider Network Optimization (Direct Contracting, Narrow Network, Bundled Pricing, Reference Pricing, ACO, Association Health Plans) Wellness and Engagement Strategy Strategic and Economic Analysis 	<ul style="list-style-type: none"> Chronic Disease Reversal & Prevention Lifestyle Coaching Clinical Process Review 	<ul style="list-style-type: none"> Centers of Excellence Plan Design, Incentives, and Price Transparency Vendor Management and Procurement
PHASE 3 Potential Health System Outcomes	<ul style="list-style-type: none"> 10-15% Medical Cost Saving 	<ul style="list-style-type: none"> 15-20% Medical Cost Saving 	<ul style="list-style-type: none"> 5-10% Productivity Improvement and Future Medical Cost Saving 	<ul style="list-style-type: none"> Optimize/Empower ROI and medical cost saving

Unlocking the Future of Healthcare:

G2 Group Information Technology Consulting

The landscape of the healthcare industry is rapidly evolving. As the industry continues to embrace digital transformation, the role of healthcare IT consulting becomes increasingly pivotal. G2 stands at the forefront of this revolution, empowering healthcare organizations, hospitals, long term care facilities, physician groups, private equity groups, and vendors to navigate the complexities of modern healthcare delivery with confidence and agility.

G2 IT SERVICES

Software Benefits Realization

Meditech, EPIC, Allscripts, MatrixCare (LTC), and PCC (LTC):
Review Software functionality, integration, and offerings

EMR Software Integration

with third party software, medical devices and other EMR's

Dashboard development

with decisions influenced data through dashboards and trending.

Software Implementation

Meditech, EPIC, Allscripts, MatrixCare (LTC) and PCC (LTC)

IT Strategic Planning

Software Functionality, Hardware and Software Standardization, Stable Technology, Technology Efficiency, Cyber Security, Supporting Company Strategic Plan.

Interim/Fractional Leadership

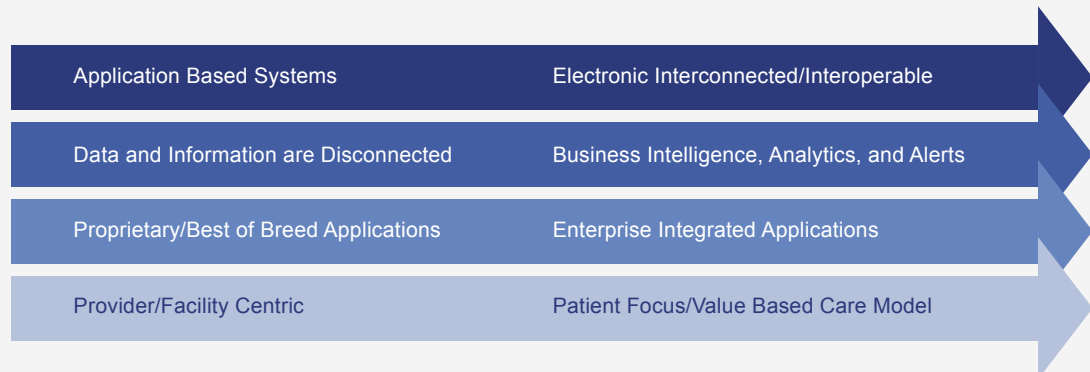
- **CIO/Fractional CIO:** IT Strategic Advisor for Hospitals, Long Term Care, Software Organizations, Physicians, Insurance Companies, etc.
- **Leadership Advisor** to build highly effective teams
- An Objective leader to unite varied ideas and stakeholders across the organization toward common goals

Evaluation/Implementation/Operations of New AI or BOTS technology: Build Efficiency by Automating:

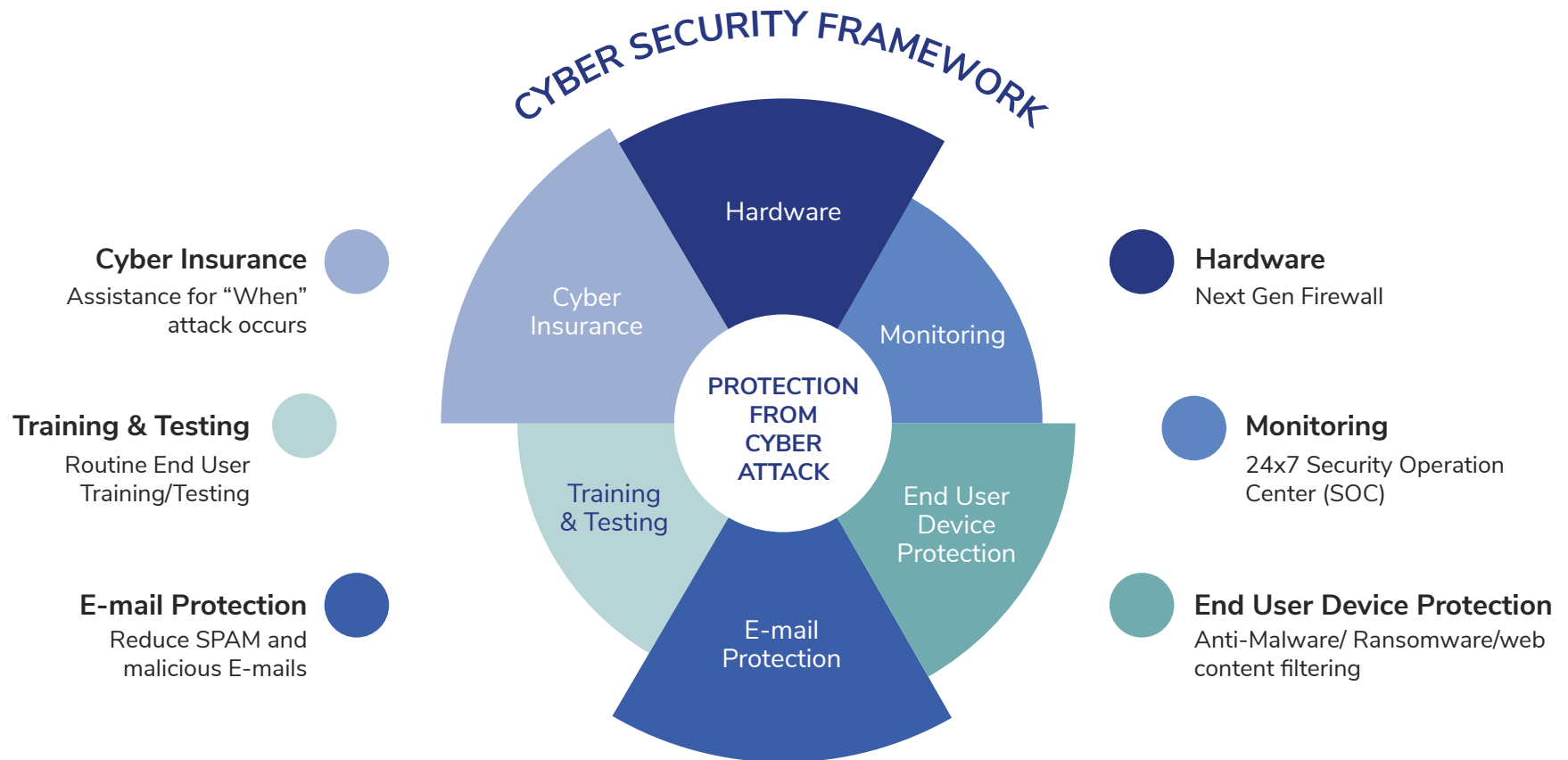
- Pre-Surgery Questionnaires
- Post Follow-up Communication
- Appointment Reminders
- Auto Answer Basic Questions
- Patient Financial Services/RCM – Pre-Admission, Admission, Insurance Verification, Payment Arrangements

Healthcare Technology is driving Transformational Change

Where is your organization on this continuum?



With cutting-edge cybersecurity solutions, G2 group navigates the complexities of data safety with precision and expertise. We safeguard the integrity, confidentiality, and availability of healthcare data through comprehensive cybersecurity evaluation and implementation.



CONTACT US TO SCHEDULE AN INITIAL ASSESSMENT AND GAP ANALYSIS

www.g2group.us

877.776.0992

info@g2group.us

CASE STUDY:

Population Health

Breast and Cancer Screenings



G2 Group was engaged by an eight-hospital system in the midwest.

CHALLENGE

Upon initial assessment, G2 identified two major areas of weakness:

1. Limited systematic screening across the network for all mammography service patients with a single database for electronic documentation of patient/family history.
2. Lack of medical staff approved protocols to stratify risk and document a personalized breast screening plan.

Although the hospital system provided breast imaging services for over 60,000 patients annually, they had less than 150 breast MRI's and minimal genetic testing to detect high-risk patients.

G2 SERVICES:

- › Created a business plan for high-risk stratification
- › Formalized the screening protocol process
- › Implemented a business Co-Management structure and Joint Operating Group leadership
- › Compiled proforma analysis to quantify financial impact
- › Outlined metrics and Fair Market Value (FMV) for the physician panel group
- › Constructed the Co-Management company agreement and fees
- › Established the target volumes for 3-year projections
- › Increased continuity of care across 13 breast imaging sites
- › Formulated and executed the implementation approach
- › Assisted in the implementation of EPIC Mammo to enhance breast imaging services

RESULTS

Through systematic screening, data collection of patient/family history and protocol utilization, breast MRI's increased from less than 150 annually to over 4,000.

This immense increase resulted in earlier detection, prevention and screening of cancer. This outcome vastly enhanced population health, genetic testing/counseling and escalated additional imaging net revenues by more than \$4 million annually.

Wound Care & Limb Preservation Program Development

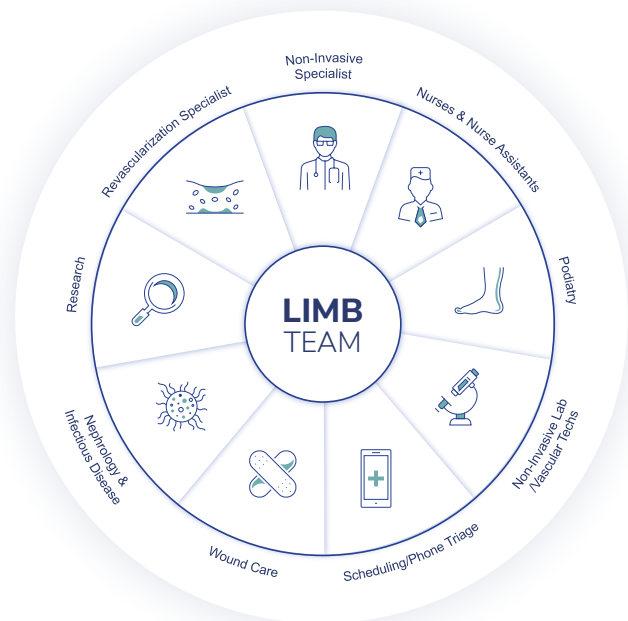
Improve patient outcomes with a multidisciplinary approach—and **expand the continuum of care**.

In the mission to become a center of excellence, hospitals must remain cost-efficient and continue to put people first. Strategic wound care action plans **utilize all resources before an amputation of any kind**. Not only do these efforts benefit the individual, they also allow health systems to secure long-term growth by retaining patients and attracting new cases.

The Multidisciplinary Approach

Currently, many health systems are under-valuing their resources simply because they lack the guidance to unite specialists. This ultimately leaves patients without the support they need.

The G2 Group's proven care model emphasizes a case-by-case approach to treat patients with multidisciplinary teams and maximize hospital resources. We design and implement **wound care clinics, outpatient/inpatient organizational models, and limb preservation programs** that integrate a variety of specialties to reduce risks and guide patients into remission.



Retain Patients Within Your System

Ongoing Patient Education/Support

Individualized Care Plans

Evidence-Based Treatment Programs

Reduce Hospital Readmissions

Lower HAPI Rates

Building Long-Term Patient Relationships

Working with the G2 Group provides direction for healthcare systems to simultaneously increase profits and grow as a center of excellence for patients regionally, and even nationally. Our independent consultants help connect specialty providers and improve patient tracking across the entire care continuum with collaborative treatment plans. By bringing everyone together, **we can save limbs and improve lives**.

Ready to rethink healthcare management?

Learn More
www.g2group.us

Physician Practice Development

Our consultant-driven process and custom engagements help physician practices achieve even more.

In this ever-changing healthcare landscape, it's only natural for physician practices and medical groups to encounter growth challenges. But with a team of independent healthcare advisors, practices of all sizes and structures can discover practical solutions to innovate and improve operational performance.

Define the Vision. Refine the Tactics.

The G2 Group healthcare consultants have real-world, hands-on experience across all aspects of managing a successful physician practice. From roles in the front office to executive leadership and serving on boards—as well as clinical operations, finance, quality, practice management, and business development—our collective knowledge and integrated team approach allow us to provide a wide array of expert services that benefit clients nationwide.

- Interim Executive Leadership
- Revenue Cycle Review/Reporting
- Financial Benchmarking
- Expense Management
- Contract Negotiations
- Performance Measurement Systems
- Compliance Services
- Process Improvement & Tracking
- Real Estate & Leases
- Hospital JV/Co-Management Arrangements

Example Implementation & Accountability Review Process

Assessment (30 Days)	Vision (30 - 60 Days)	Tactics (30 Days)
Financial Review	Meeting Facilitation	Finalize Roles
Current Tactics	Employee Interviews	Launch Strategy
Performance Metrics	Define Goals	Accountability
Benchmarking	Tactical Ideas	Refine Process

Partner with G2 for a Fresh Perspective

For any practice development or profitability concern, we're here to help. **Our trusted advisors are proud to provide qualitative insights and quantitative results throughout every stage of our project engagement.** We work closely with our clients to resolve issues related to volume, billing, coding, expense management, staffing, and more. Together, we can reveal the strategies that will be the most effective to encourage both short- and long-term growth, along with overall patient satisfaction.

Ready to rethink
healthcare management?

Learn More
www.g2group.us

Managing Compliance Risk

Preserving reimbursement, reputation, quality of care, and talent

Strategic healthcare executives know that investing in compliance means prevention of risk and retention of revenue in the long run. Compared to the fines, penalties, legal fees, and administrative burden associated with not prioritizing compliance, prioritizing your compliance program can have an extremely profitable outcome!



Compliance Program Development

EXPERIENCE IN EVERY SERVICE LINE

- ✓ Complete Program Strategy and Infrastructure
- ✓ Compliance Program Policy & Procedures
- ✓ Compliance Program Reporting Dashboards
- ✓ Education & Training Sessions



Effectiveness & Risk Assessments

RECOMMENDATIONS FOR COMPLIANCE, PRIVACY, AND MORE

- ✓ Compliance Program Effectiveness Assessment
- ✓ Compliance Risk Assessment and Work Plan Development
- ✓ Documentation, Coding and Billing
- ✓ Clinical Research Billing
- ✓ Enterprise Risk Management (ERM)



Interim Compliance Program Staffing

BUILD THE BEST POSSIBLE TEAM

- ✓ Leadership Positions
- ✓ Compliance Officer Mentorships
- ✓ Ongoing Program Support

Approaching Compliance as a Value-Add

Compliance doesn't have to be painful or dreaded. When approached from a collaborative perspective, compliance engages all employees and stakeholders in mutual responsibility to ensure the healthcare system is more compliant and better for everyone.

G2 consultants are seasoned healthcare compliance experts that partner with you to develop tailored and successful compliance solutions to help ensure a streamlined program and reduce risk to your organization.

Ready for a Fresh Perspective?

Our custom engagements are designed to meet your needs in any capacity. We help develop, build, and implement compliance programs for healthcare organizations across the country, and can even provide extra staffing or assistance with audits or investigations. **Let's talk!**

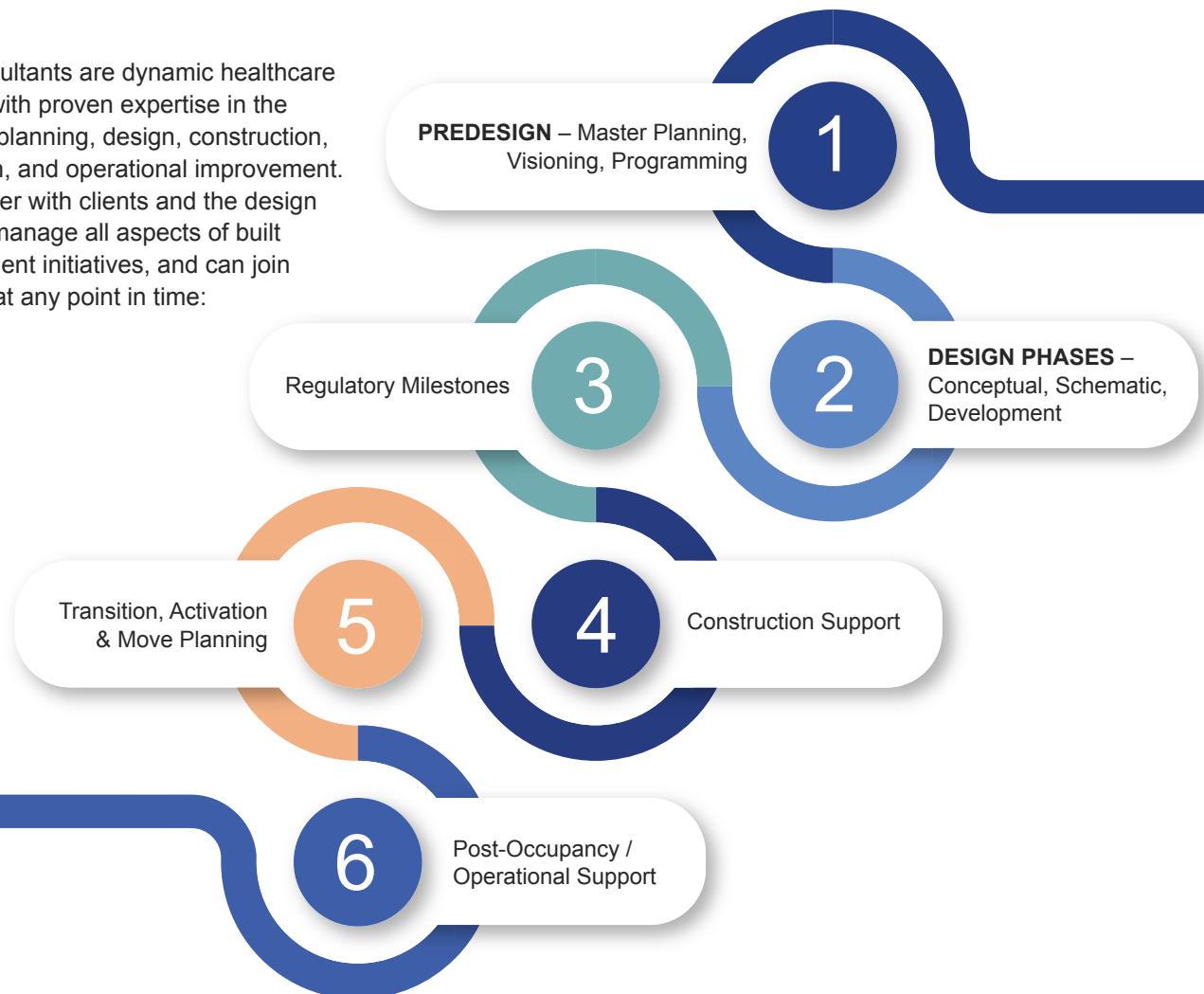
Built Environment Project Management

Ensuring operational functionality—**every step of the way.**

Achieve your budgetary goals and ideal timeline with a collaborative process. Together, we can implement today's best evidence-based design practices and **effectively navigate** complex healthcare construction projects, business transitions, system integrations, and more.

Bringing Clinical Experience to Strategic Development

Our consultants are dynamic healthcare leaders with proven expertise in the areas of planning, design, construction, activation, and operational improvement. We partner with clients and the design team to manage all aspects of built environment initiatives, and can join projects at any point in time:



Consultant Spotlight:

Brooke Karlsen, RN, BSN, MSN, NEA-BC, EDAC

As an industry leader with over 35 years of experience, Healthcare Consultant Brooke Karlsen utilizes her first-hand clinical expertise and deep understanding of both design and construction to anticipate the needs of built environment projects and deliver strategic planning and management services to clients across the country.

Brooke has a strong record of fostering multidisciplinary collaboration and has skillfully led dynamic teams through an extensive range of projects, of varying scope and scale, for hospital environments and outpatient operations alike.

Her numerous credentials include a Master of Science in Nursing, Management and Policy from Yale University, the Clemson University Post-Master's Certification in Leadership and Innovation in Health + Design, as well as the Evidence-Based Design Accreditation and Certification from The Center for Health Design. Brooke also serves on the 2026 FGI Health Guidelines Revision Committee, alongside other industry leaders, clinicians, administrators, architects, engineers, and regulatory authorities, to influence the direction of the Guidelines.



EVIDENCE-BASED DESIGN

Master planning for every stage

G2 Group consultants often serve as the liaison between health systems and architectural firms, and our diverse backgrounds allow us to provide clear direction for incorporating evidence-based design throughout all conceptual, schematic, and design development phases.

CONSTRUCTION SUPPORT

Multi-disciplinary collaboration

Whether it's a renovation project or entirely new build, we establish synchronization among the project's architectural, engineering, and construction professionals, ensuring that all parties remain informed and aware of the health system's unique requirements and priorities.

TRANSITION & ACTIVATION

Improving operational functions

We excel at optimizing workflows in new spaces. This includes equipment coordination and supply chain facilitation. We also handle move planning, provide post-occupancy support, and verify that teams are backed by the licenses and training required for maximum efficiency and compliance.

Ready for a Fresh Perspective?

We know what busy clinical settings look like, and we know the questions to ask to keep your project on track. Let's make your new built environment a success. **Together, we'll help you achieve the best results for improved financial, quality, safety, and efficiency across the board.**

Industry Experts Rethinking Healthcare Management



During transitional times for our system, it was in our interest to bring in a boutique firm that can work with a personal touch. We knew that G2 Group has a proven record of success in ASC development, and it was incredibly helpful to have their quick-moving consultant support. **Their experience, reliability, and the cadence of our meetings allowed us to develop the structure that was necessary to garner physician support and commitment.** Without G2 Group we would not have been able to reach alignment, especially while navigating this extremely challenging regulatory environment.

John Baird | Chief Executive Officer
Ascension St. Joseph's Hospital
Lincoln Park, Chicago, IL

How We're Different

One Team. Full Spectrum.

With our diverse and seasoned team of healthcare consultants, the G2 Group delivers customized and scalable services to partner with clients on every level, in every stage of development.



VALUE

Providing personalized healthcare solutions.

There is no "one size fits all" strategy for growth. We analyze the unique market opportunities for your existing clinical services and local populations to custom-build a new plan of action.

ETHICS

Placing integrity at the core of our work.

We believe in the inherent worth of every person, and we proudly approach all of our client partnerships and projects with a high regard for our shared mission to improve patient outcomes.

RESPECT

Going the extra mile for successful results.

The G2 Group understands that physicians, managers, staff, and administrators each have different perspectives; that's where we're able to navigate the varying views in order to generate a vision and growth strategy that is supported by all parties.



LEARN MORE

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