

# SCALE Market Research

SCALE Market Research provides clients with data-backed strategies to support growth and gain a competitive edge. Our research and insight into targeted healthcare markets include market overviews, competitor analyses, leader interviews, industry surveys, and go-to-market strategies.

## The SCALE Difference

### Market Overview

- + Breakdown of market participants
- + Key market trends / pressures

### Competitive Landscape Analysis

- + Overview of competing firms / businesses
- + Analysis of key experience, services, value proposition and pricing structures of competitors

### Market Leader Interviews

- + Gather information from industry leaders in target markets

### Industry Surveys

- + Focused survey responses from industry contacts

### Go-To-Market Strategy

- + Opportunities to enhance go-to-market strategies

### Integration with Key SCALE Divisions

- + Payer Strategy
- + Revenue Cycle Management
- + Marketing

## SCALE's Proprietary Expert Network

- + Populated with the SCALE team contacts and added to an on-going basis and tagged appropriately
- + SCALE Education membership community:
  - Rapidly growing with an incredible pool of expertise across the membership
  - CEO Advisory Group
  - SCALE Education Client Group
    - Healthcare Leaders (CEOs, CFOs, Medical Directors)
    - Organization Types

## And More

- + Provide visibility into target markets and competitors
- + Provide key business insights to inform strategic decisions

**SCALE**

/skāl/ · noun

A graduated series of steps or order.

*Our singular focus is to help healthcare providers achieve success with a systematic approach.*

## Case Study Summary – Skilled Nursing Facilities

SCALE completed a comprehensive market assessment of the Skilled Nursing Facility (SNF) industry, with emphasis on Revenue Cycle Management (RCM). SCALE evaluated real-time market data and utilized our internal network of professionals to perform an in-depth analysis of SNF networks and facilities in client-specified focus states. SCALE also interviewed & surveyed key market leaders to assess the market and evaluate SNF operations and billing. SCALE's strategic market recommendations underscored the most viable prospects for our client's growth initiative, taking into consideration industry complexities and mitigating risk. SCALE also identified key trends such as shortages of highly qualified billing specialists, market consolidations, and acquisitions resulting in need for specialized RCM expertise.

### Our Team



**Lynda Mischel**  
Senior Managing  
Director



**Tim Wagner**  
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**Melanie Werthan**  
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**John Armstrong**  
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