

## A specialty medical practice thrives in the fragmented and volatile healthcare environment and is positioned for continued growth and excellence in delivery of care.

**The Background:** A renowned, academically-based physician specialty group recognized an urgent need to comprehend the rapidly changing and chaotic healthcare environment in which their practice exists, and in the face of mounting financial pressures, ensure the viability of their practice while continuing to expand their ability to provide outstanding preventative and medical care.

**The Challenge:** This large group practice needed a strategically sound business plan that would be agile enough to respond to the volatile healthcare market while staying true to their mission of delivering expert medical care. The plan needed to enable excellent decision-making, align the group around seamless execution, and sustain financial growth in an era of declining reimbursements.

**Introduction to the Approach:** The Atlantis Group interviewed, researched and ultimately designed a process by which the entire group practice and key support staff could understand their current financial and stakeholder realities, competencies and capacity, appreciate potential futures, and formulate options and strategies for success over the next 5 to 7 years. The Atlantis Group conducted a series of management sessions and customized workshops that encouraged full participation, open debate, decision-making and organizational alignment. *Contact The Atlantis Group to learn more about our methodology.*

**The Result?** The executive team of this specialty group practice garnered agreement and subsequent alignment around a number of bold strategic initiatives designed to create greater patient value, realize growth opportunities in a highly competitive and increasingly restrictive environment, while also improving quality of life for their partners. The Atlantis Group process was a catalyst for unparalleled engagement and collaboration. The group demonstrated a renewed sense of ownership of the practice's mission, and has delineated a road map for improved business performance and superior patient satisfaction.

The ongoing communications and relationship between this practice and The Atlantis Group speaks to the value of our partnership, and our broadened appreciation for stakeholders' unique perspectives, their evolving business models and dynamic position in the ever-changing world of healthcare.



## THE ATLANTIS GROUP

### Future Growth...Now