

## SCALE MSO Practice Integration Services

*Building modernized healthcare delivery platforms that yield better results.*

**SCALE (noun): a graduated series of steps or order.**

Our singular focus is to help Physicians achieve success with a systematic approach.

# Why SCALE?



*The benefits to working with SCALE on MSO integration*

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Clearly defined integration roadmaps



Accelerated integration timelines



De-risked integration execution



Seasoned MSO domain specific integration expertise



Improved organizational communications and performance reporting



Simultaneously achieve integration objectives + performance improvement



Identify same store / organic growth opportunities faster

# SCALE Integration Services Menu



*A summary of our MSO integration services*

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## MSO Stabilization & Development - Operational Integration

- Financial systems & reporting
- RCM integration & department development
- IT integration & department development
- HR integration & department development

## Cross-Platform Harmonization

- Development of scalable management oversight program
- Payer contracting structure & strategy alignment
- Organizational culture alignment
- Provider compensation plan structuring & alignment

## Enterprise Strategy

- Add-on acquisition execution
- Sales, marketing and branding
- Same-store growth & development
- Enterprise-level payer strategy development & execution
- Patient experience management & improvement program

## Data Analytics & Dashboard Reporting Program Development

# MSO Stabilization & Development



*Our operational integration services*

## Financial Systems & Reporting

- ERP implementation
- Opening balance sheet
- Cash-to-accrual conversion
- Bank reporting
- Enterprise Budgeting

## RCM Integration & Department development

- TIN migration & provider credentialing
- Practice management system integration
- Performance assessments
- Department stabilization & integration roadmap development
- Pro forma organizational structure & department leadership
- Workflow formalization & harmonization
- KPI dashboard reporting

## IT Integration & Department Development

- Department stabilization
  - Pro forma and MSO scaling organizational structure
  - Asset and application mapping & management
  - IT budget development
  - Cost savings & vendor consolidation
  - Security assessments & risk awareness
- Integration roadmap & department development
  - EMR integration
  - MSO IT oversight strategy – autonomy vs. assimilation vs. combination vs. metamorphosis
  - Data analytics automation
  - Enterprise wide IT application strategy

## HR Integration & Department Development

- Pro forma organizational structure & department leadership
- Compensation and benefits plan assessment & integration
- Cost savings & vendor consolidation
- HRIS system selection
- Employee training program development
- Cross-platform harmonization – job titles, compensation levels, personnel management program, HR systems consolidation

# Cross-Platform Harmonization



*Your integration execution partner*

## Development of scalable management oversight program

- Define target department stabilization & integration roadmaps
  - 30 day, 100 day, 6 month, 12 month and 3-5 year target objectives
- Formalize priority KPIs and dashboard reporting
- Alignment of underlying operational programs to target objectives and priority KPIs
- Development of management team communications program

## Payer contracting structure & strategy alignment

## Organizational culture alignment

- Provider compensation plan structuring & alignment



## Sales, Marketing and Branding

- MSO branding & marketing
- Site-level branding & marketing
- Direct-to-patient marketing
- B2B marketing
  - Outreach program & pipeline development and management (payers, acquisition prospects, referral partners, downstream clinical partners)
  - Outreach content development
  - Program management – CRM implementation, outreach campaign management & tracking

## Enterprise-Level Payer Strategy Development & Execution

- Analysis of current contract structures to identify opportunities for improvement and value enhancement
- Evaluation of advance contract structures
  - Capitated & bundled payment structures
  - Global risk & gainshare opportunities
  - Quality incentive bonuses & infrastructure development subsidies

## Add-on Acquisition Execution

- Standardized diligence & integration playbook development
- Target diligence
- Integration PMO

## Same-Store Growth & Development

- Ancillary service line development
- Best-practice standardization
- Procurement & vendor optimization

## Patient Experience Management & Improvement Program

- Patient access
- Patient engagement
- Patient satisfaction



# Data Analytics & Dashboard Reporting



*Analytical program development*

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## Enterprise wide data & analytics management to support:

- ① Networkwide oversight
- ② Performance best-practice benchmarking
- ③ Payer & strategic partnership discussions

## We guarantee improved:

- ✓ Clinical quality & outcomes
- ✓ Operational quality & performance results
- ✓ Patient access, experience & satisfaction
- ✓ Drivers of Star ratings
- ✓ Provider performance
- ✓ Clinical division & site / service line utilization



# SCALE Service Levels

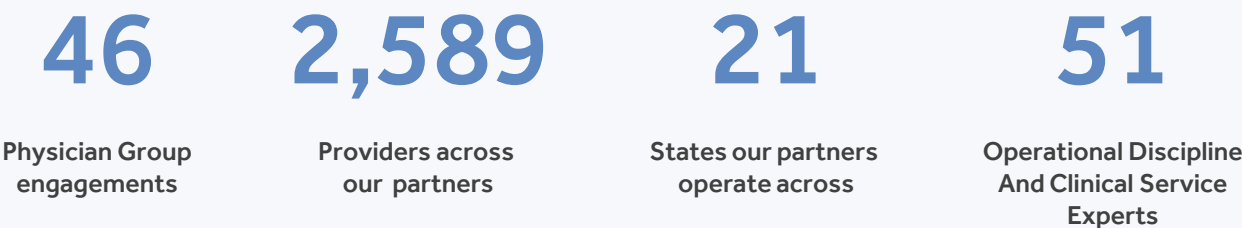
*Our core MSO integration services*





**About SCALE**

## Our partners represent a broad network



## Our team’s extensive and diverse expertise



# SCALE partners

*A sample of our client partners*



<p>Women's Health New York</p>	<p>ER &amp; Hospital Staffing California</p>	<p>Epilepsy / Behavioral Health New York</p>	<p>Urology Ohio / New York</p>	<p>Multispecialty Texas</p>	<p>Gastroenterology Tennessee</p>	<p>Dental Texas</p>	<p>Dental Nevada</p>	<p>Private Equity New York</p>	<p>Urology New Jersey</p>	<p>Behavioral Health Massachusetts</p>
<p>Anesthesia Washington</p>	<p>Podiatry Illinois</p>	<p>Ortho &amp; Neurology Florida</p>	<p>Specialty Pharma / Logistics Texas</p>	<p>Physical Therapy New Jersey</p>	<p>Home Care United Kingdom</p>	<p>Women's Health Massachusetts</p>	<p>Behavioral Health Florida</p>	<p>Dental California</p>	<p>Payer New Jersey</p>	<p>Air Ambulance Florida</p>
<p>Private Equity Corporate Development</p>	<p>TARGET DUE DILIGENCE</p> <p>Medical Device Pennsylvania</p>	<p>TARGET DUE DILIGENCE</p> <p>Ophthalmology Washington</p>	<p>TARGET DUE DILIGENCE</p> <p>Dermatology Pennsylvania</p>	<p>Behavioral Health California</p>	<p>TARGET DUE DILIGENCE</p> <p>Ophthalmology New York</p>	<p>TARGET DUE DILIGENCE</p> <p>Radiology Minnesota</p>	<p>Pharma / Infusion Texas</p>	<p>TARGET DUE DILIGENCE</p> <p>Physical Therapy New York</p>	<p>Neurosurgery New Jersey</p>	<p>TARGET DUE DILIGENCE</p> <p>Ophthalmology Florida</p>
<p>TARGET DUE DILIGENCE</p> <p>Boston Hope Medical Center COVID-19 + Homeless Respite</p>	<p>TARGET DUE DILIGENCE</p> <p>COVID-19 Testing New York</p>	<p>TARGET DUE DILIGENCE</p> <p>Pain Management Texas</p>	<p>TARGET DUE DILIGENCE</p> <p>Orthopedics Indiana</p>	<p>TARGET DUE DILIGENCE</p> <p>Autism Texas</p>	<p>TARGET DUE DILIGENCE</p> <p>Dermatology Indiana</p>	<p>TARGET DUE DILIGENCE</p> <p>Orthopedics Nevada</p>	<p>TARGET DUE DILIGENCE</p> <p>Vascular Texas</p>	<p>TARGET DUE DILIGENCE</p> <p>Multispecialty California</p>	<p>TARGET DUE DILIGENCE</p> <p>Private Equity Corporate Development</p>	<p>TARGET DUE DILIGENCE</p> <p>Hyperbaric Oxygen Therapy California</p>

*\*Completed engagement*

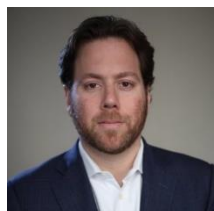


**The SCALE Team**

# SCALE's deep bench of seasoned & diverse healthcare expertise



## Core MSO Operations and payer Contracting Teams



**Roy Bejarano**  
Co-Founder & CEO



**Jason Schiffman**  
Co-Founder & President



**Robert Trenczer**  
President, SCALE RCM



**Richard Veltre**  
President, SCALE  
Physician Group  
Finance



**Michael Bradley**  
Chief Advisor,  
Healthcare System  
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**Chris Ennis**  
Senior Vice President,  
Platform Development



**Bill Ingram**  
Senior Vice President,  
Platform Development



**Jack Carrier**  
Associate, Platform  
Development



**Vineesh Manchanda**  
Associate, Platform  
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**Jack Trunz**  
Associate, Platform  
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**Rob Popdan**  
Analyst, Platform  
Development



**Kevin Gillis**  
Head of Business  
Development



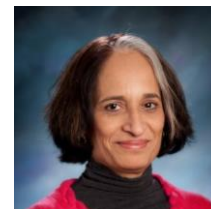
**Frank Turner**  
Chief Advisor,  
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**David Friend**  
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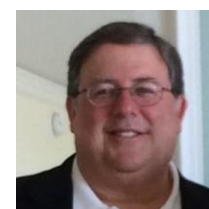
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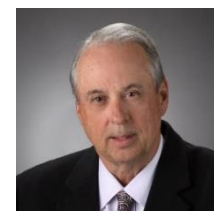
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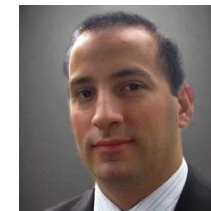
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# SCALE's deep bench of seasoned & diverse healthcare expertise



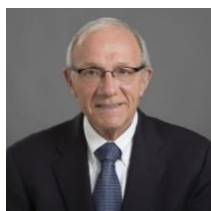
*Core Clinical Operations, Site of Service and Clinical Specialty Management Advisors*



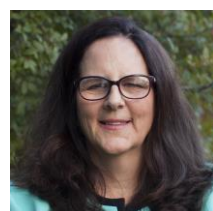
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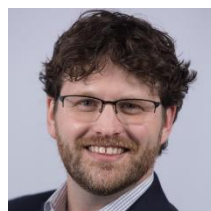
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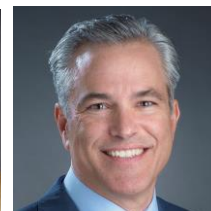
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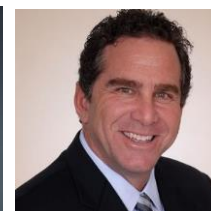
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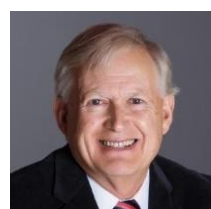
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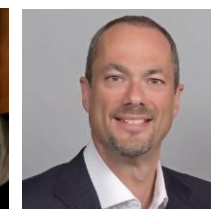
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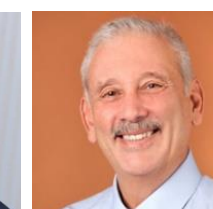
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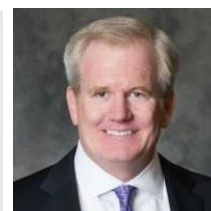
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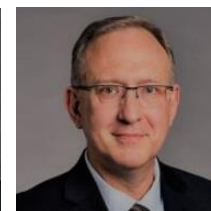
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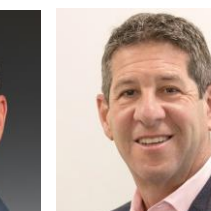
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**Brent Westhoven**  
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