For purposes of helping the Design Crowd folks create the "process graphic" we would like inserted into the piece (you'll see where when you look at it), here is a short description of each of the three phases of the process for the FocalPoint strategic review:

**Evaluate**

We work to establish a baseline by analyzing the current status of your business. This includes strategic initiatives, financial performance, projections and market valuation. We then compare the results with our in-depth view of industry trends and the impact on your current strategies.

**Explore**

Based on our review and market insights, we recommend potential business model shifts, risk-mitigation initiatives and potential partnership/joint ventures available to you. We bring an unsurpassed level of healthcare market and financial intelligence to exploring your strategic options.

**Access**

The final, and most valuable part of the FocalPoint process, is access to the right connections that will lock in your strategic direction. Tapping into our extensive inner circle, we connect you with key industry leaders, potential partners or vendors helping you execute on your strategic decisions.