

# Make an Informed Investment Decision with SCALE Market Research.

## The SCALE Difference

We utilize over 250 contacts across the U.S. to give our clients an accurate outlook and overview before deploying capital and making acquisitions in targeted regions.

Our clients include **healthcare companies, private equity, and lenders**. We also have experience working for **investment banking firms** and their clients engaging in a landscape analysis when bringing a company to market.

SCALE Healthcare's market research services provide a landscape analysis and identify opportunities in state or regions of the U.S. for clients. Our work produces analysis of competition, potential patient/client opportunity, employers, population forecast, payers, regulatory, and legislation. Clients can utilize our services when interested in expanding into certain targeted states or regions of the country while examining potential acquisitions.

## How We Work

### + Payer Research

Payers can vastly differ per state despite being under the same company (United Healthcare, Anthem, etc.). Our understanding of how payers work in each state gives our clients an accurate understanding of the opportunities and challenges from payers when forming a strategy.

### + Competitive Analysis

Knowing your competition, their services, and targeted patient/client population allows for greater ability to adapt to changes in the market and strategize for future.

### + Data and Analytics

Scale utilizes commercial payer data from over 100 million covered lives, employer sponsored plans, and published state and federal reimbursement data. We combine our analysis of the data with interviews and surveys to give our clients a very well rounded view of the market.

### + Employers

Employers and employer sponsored health plans can drive growth in a healthcare market and create significant opportunities. We identify partnerships with employers for our clients and project the employer's effect on the market.

### + Patient/Client Opportunities

We combine use of data with surveys and interviews to estimate opportunities with the current patient population and likely future growth.

### + Regulation/Policy/Legislation

Government regulations and legislation can be an obstacle to account for in the future but also create opportunities in the market. Our deep experience with the government allows Scale to give an accurate view of the current environment and likely future actions.

**SCALE**

/skāl/ · noun

A graduated series of steps or order.

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



**SCALE Market Research is an investment that pays immediate, highly measurable, and truly impactful dividends.**

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SCALE has been a value-add partner to us across three transactions in both pre-close diligence & post-close execution. **Their broad range of services and experts makes SCALE a convenient “one-stop” offering as we pursue opportunities across clinical specialties. We look forward to continuing our collaboration with SCALE.**

**Dana Hayes**  
Vice President  
Thurston Group

## Our Team



**Roy Bejarano**  
Co-Founder & CEO



**Jason Schiffman**  
Co-Founder & President



**Carl Friedrich**  
Managing Director



**Margaret Braxton**  
Payer Strategy

## SCALE Solutions

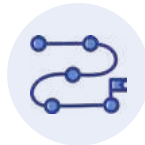
SCALE Market Research will:



**Infuse Operational Relevance**



**Focus On Core Risks & Value Opportunities**



**Always Include Practical Next Steps & Resources Required to Execute**



**Evaluate Platform / Tuck-In Considerations in Context of Findings**



SCALE prides itself in developing customized solutions for its clients and helping healthcare organizations grow and thrive in a challenging marketplace. Now, we are ready to help you. We look forward to sharing examples of how we have helped our clients and invite you to schedule a 1-on-1 complimentary practice management consultation with us.

**Contact Margaret Braxton at [MBraxton@scale-healthcare.com](mailto:MBraxton@scale-healthcare.com), or +1 (804) 305-4812 to continue the conversation.**