

# Growth through Mergers and Acquisition

## Merger Integration

## Strategic Planning

### 01

#### Background & Opportunity

A major Seattle-based healthcare provider needed a strategy to stay competitive and position itself for growth. Bluehawk was asked to partner with the provider to grow market share and respond to the changing healthcare environment.

### 02

#### Challenges

- Working to drive synergy across acquired companies with unique cultures and corporate missions.
- Address performance issues with network providers.
- Focus on innovative healthcare solutions that can yield growth and profitability.

### 03

#### Solution

Bluehawk's solution was to help the provider acquire and integrate these entities by:

- Analyzing the markets to find a cost-efficient and strategic course of action.
- Developing an integration roadmap & synergy plan.
- Providing end-to-end support and help to integrate all affected groups.

### 04

#### Client Impact

- ✓ The combined entity continues to expand reach by adding new patients and exploring growth strategies.
- ✓ The new integrated care model makes it distinctive in the market place.
- ✓ The combined entity allows it to offer extremely competitive rates while still remaining profitable.