

## HEALTHCARE

There is much need, in these highly competitive times, for healthcare providers to constantly upgrade their offerings and service mix. This not only helps them stay relevant, but also ensures that patients remain confident about the provider's capacity to counter even the most novel of challenges. Thus, there is a need for providers to stay abreast of current technologies, innovations, and knowhow, and redraft/ fine-tune their existing operational strategies as required.

Again, it is critical that organizations undertaking such strategy reevaluation and implementation measures, including a revision of their brand positioning and market assessment, do not lose track of their current responsibilities in terms of their performance. Such focus is especially necessary given the current trend of uncertainty.

Meraki's Healthcare team is dedicated to assisting healthcare clients manage their businesses and provide innovative solutions with focus on short-term as well as long-term results. Our expertise in the field of strategy development and implementation has allowed us to execute varied assignments across the entire healthcare spectrum, covering varied geographies.

### SERVICES WE OFFER IN HEALTHCARE

- BUSINESS STRATEGY
- MARKET ASSESSMENT
- BRANDING AND POSITIONING
- TRANSACTION ADVISORY
- QUALITY MANAGEMENT
- REVENUE MANAGEMENT
- HUMAN CAPITAL MANAGEMENT

### Industry Segments We Serve

- Hospitals and other Healthcare Providers
- Medical Education Providers
- Insurers
- Government Bodies
- Non-Governmental Organizations
- Financial Institutions
- Private Funds
- Information Technology Firms
- Medical Equipment and Device Manufacturers
- Pharmaceutical Firms