



# Strategic Advisory Services

*NAVIGATING HAZARDS TAKES  
A PARTNER AND A PLAN*



# THE PYA DIFFERENCE

The best way to weather a storm is to avoid it in the first place. Unfortunately, that's not always possible. When sailing troubled waters, it's critical to have a plan and an experienced partner—someone who knows the hazards—steering a carefully plotted route based on your strengths and resources.

For nearly four decades, PYA's experts have delivered customized strategic planning, design, and implementation support to some of the nation's leading healthcare organizations. Together, we chart paths to sustainable, competitive advantage in the face of perpetual changes in the healthcare industry.

## OUR PLAN, YOUR PARTNER – PYA

Having worked with a number of consultants, I am thoroughly impressed with the PYA team. Their knowledge of children's healthcare, as well as their willingness to articulate a point of view on its future – and appropriately challenge ours – helped us focus on what's going to drive our future success. My team and Board are engaged and aligned around our strategic direction in a way we seldom have been following previous planning exercises.

- Keith Goodwin

*Former President and Chief Executive Officer  
East Tennessee Children's Hospital*

## I. STRATEGY DEVELOPMENT

- Enterprise-Wide Strategy
- Growth and Service Distribution Planning
- Partnership Planning
- Clinical Service Line and Ambulatory Planning
- Consumer Engagement

## III. CARE DELIVERY NETWORK OPTIMIZATION

- Continuum of Care Strategy and Design
- Collaborative Arrangement Facilitation
- Addressing Social Determinants of Health

## II. ALTERNATIVE PAYMENT MODEL (APM) PARTICIPATION

- Organizational Preparedness Assessment
- Market Readiness Assessment
- APM Transition Strategy and Roadmap
- Analytics and Risk Modeling
- Payer Contracting Support
- Education and Meeting Facilitation

## IV. PHYSICIAN ALIGNMENT

- Economic Integration
- Clinical Integration

## V. FINANCIAL PLANNING

- Feasibility Studies
- Long-Term Capital Planning





**Lori Foley**  
Managing Principal  
Consulting



**Martie Ross**  
Principal  
Consulting



**Lee Ann Odom**  
Principal  
Consulting

## Help is our culture. Relationships are our passion.



### The PYA Way

In our hearts, we are a service organization—service to our clients, to our industries, to our communities, and to each other. Based on decades of our stories, these core values are what set us apart. They come from within—reflections of our people and our commitment to helping however we can.

We Are Radically **Responsive**.

We Strive for **Excellence** (Not Perfection).

We Are **Compassionate**.

We Are Lifelong **Learners** and **Teachers**.

**Integrity** Is Non-Negotiable.

We Are **Authentic**.

We Are **Honest**.

WE SERVE  
TO **SOLVE**®