

NEW DIRECTIONS
for population health

Linking communities to hospital services.



New Relationships. New Revenues.



We put hospitals at the center of health and wellness,
driving new business to your preventive care and
other services, to achieve your revenue objectives.





NEW DIRECTIONS is Strategic Health Service's highly innovative population health management and hospital revenue-generation program.

Brand your own healthy solution, link employers to your services, and enter a whole new commercial market—where employers reduce their health care costs, and your communities get healthier.

NEW DIRECTIONS

for population health

- **Connects your hospital to LOCAL employers** through your own private-LABEL wellness solution.
- **Creates awareness of your OTHER services.**
- **Engages employees** and strengthens their relationship with their employers. (When your hospital is the trusted health resource in your community, it becomes the key driver in elevating the employer-employee connection.)
- **Supports your sales and marketing outreach initiatives**, including development of custom communications for your employers and their employees.
- Ensures vast opportunities for **REVENUE generation!**



NEW DIRECTIONS *includes:* **for population health**

- 1 My Pathway to Health™ Employee Wellness Online and Mobile Portal**
(great for your own employees as well as your local community employers!)
- 2 Data analytics, reporting, and recommendations** (to identify gaps in care, employer risks and costs—so you know what services to offer)
- 3 Right Path Compliance and Incentive Packages**
- 4 Sales and Marketing Outreach Program**
(see our separate brochure for details)
- 5 Health and wellness programs, health coaching**
- 6 Pricing that makes sense for you and your local market**
- 7 A partner in SHS to ensure your success**





New Relationships bring **New** Revenues



Getting Started is simple!

6 easy steps, and you're on your way to engaging employers with health and wellness, and driving new business and revenues for your other services too!

- 1** Build your **private-label portal**
- 2** Develop your **hospital menu of services**
- 3** Identify **local employers**
- 4** Create community **communications plan**
- 5** Conduct **training**
- 6** Schedule **community rollout**

Collaborative Sales and Marketing Outreach Program included!

SHS' sales and marketing outreach program is unparalleled, providing extensive support, so you don't have to go it alone.

We sell with you, and we market for you!



About Strategic Health Services (SHS)

SHS is a population health management company, focusing on employee wellness and driving new revenues for hospitals through our highly innovative hospital revenue generation program. Our hospital clients use the SHS My Pathway to Health™ wellness portal for their own employees, as well as resell their own private-label solution to local employers.

For more information, call 800.550.2427, email info@strategichealthservices.com, or visit www.strategichealthservices.com.



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