



Bellingham | Lewiston | Sacramento

## Distinct Advantage<sup>SM</sup>

V2V's **Advantage<sup>SM</sup>** assessments identify areas with significant opportunity for revenue enhancement. Now what? You need brand and marketing strategies that specifically address your needs in volume and revenue growth. V2V's marketing communication programs can effectively stem patient load erosion and outmigration, offering a **Distinct Advantage<sup>SM</sup>** in business growth and development.

**Enhancing Performance Assessment Results.** Our team implements value-driven clinical, cultural, and process improvements in healthcare organizations across the country. V2V helps you marry them with sustainable solutions to build patient volumes, enterprise-wide. We introduce the tools necessary to measure success, as well as the processes to facilitate optimal communication both within and outside the organization. Our goal is to ensure the effectiveness of your healthcare business for years to come.

**What Sets You Apart?** We help you define the qualities unique to your organization and express them in ways that continuously reinforce your brand to patients, employees, and key community stakeholders. While mission, vision, and values help shape your brand, your culture is where it truly lives. More than just a slogan or a newspaper ad, good brand strategy is inextricably linked to service effectiveness and operating margins.

**Focused Growth, When You Need It.** Our insights offer a **Distinct Advantage<sup>SM</sup>** to implement effective market growth strategies, whether for a specific service line, or a complete brand turnaround. We are undergoing a radical shift in the business of health care. Organizations need to respond quickly and effectively when implementing transformational improvements. The future of care delivery will be driven by each patient encounter and will be more patient-centered than ever before. We offer immediate support, help you maintain momentum, and contribute fresh perspective to your organization.

*Are you ready? We can help.*

*We focus on value, so you can focus on care.*

**V2V Management Solutions | [www.v2vms.com](http://www.v2vms.com) | 208.717.3940**

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