

Health Cost Management, LLC *doubles* customers in three months!

Using innovative “strategic marketing” techniques from Synergy Consulting Group, Health Cost Management increases revenue over 70%, while doubling their customer base.

PORTLAND, Ore. – May 20, 2004—Health Cost Management, LLC (HCM), a Beaverton-based medical review services company recently implemented a program that *doubled the number of customers within three months after implementation!* A successful company for over seven years, HCM has recently been under pressure due to the recession and cost-cutting moves within insurance companies -- resulting in lower financial performance during most of 2003. Tami Rockholt, (President of HCM) was seeking new marketing approaches to increase sales.

Open to New Ideas

“I am always open to new ideas -- especially those that can help us provide our excellent services to even more clients,” Tami told us. *“Our clients are usually very busy and with laws and regulations continually becoming more complex, our services help clients pay out only what is fair and reasonable.”* There is value in using HCM’s services: With their trained doctors, nurses and staff, they can save busy attorneys significant time and help insurance companies manage their claims costs.

The Situation: Tami continued, *“Although we have grown quite well over the past few years, we were at a point where our marketing was not as effective as it could be. Instead of just ‘doing more stuff,’ we decided to take a more strategic view of our marketing efforts - to focus on the highest-value efforts.”* The

company had outgrown its own marketing and sales capabilities. The market had changed, and customers’ needs had shifted. The question was -- what to do about it!

The Solution: Enter Mark Paul and Synergy Consulting Group, LLC. *“Synergy helps companies attract more customers and improve their cash position, and helps CEOs take their companies to their next levels by identifying the true impediments to improvement,”* Mark told us. Continuing, *“In this case, we applied our ‘Strategic Marketing Program,’ which helps clients better understand exactly who their best customers are, what they are really buying, why they are buying and how they are buying. Only then can we craft the message and use the right method to help our clients deliver quantifiable value to their customers.”*

Marketing Strategies That Work

The Results: It took about six weeks for Synergy to perform internal and external research, through interviews and surveys. After that, Synergy drew specific conclusions and actionable recommendations -- what HCM needed to do to create “high-ROI (return on investment) marketing.” As a result of this process, HCM’s revenue increased over 30% within six weeks of implementing the recommendations, and is now averaging over 70% improvements, in just three months! Mike Fossey, HCM’s General Manager and Tami’s husband told us *“We are looking at growing over 100% in the coming months based on Synergy’s*

support. The value we received and the lessons we learned will continue with us. Coupling these new marketing methodologies with the great services we offer result in helping even more clients -- which helps the insurance and legal industries!”

The best part of this story is that HCM and Synergy are partners. Why? Because part of Mark’s compensation is based on how well HCM performs. And in this economy, strong partnerships based on trust and mutual respect get companies a lot further than trying to go it alone!

Health Cost Management was started by professional medical personnel with specialized experience in medical bill review and case management. President **Tami Rockholt** is a Registered Nurse and has extensive nursing and health care industry experience. General Manager **Michael Fossey** has a masters in Physics and has held senior executive roles at Electro-Scientific Industries, Sentrol, Flight Dynamics and is also President of Motion Optics, an electro-optical engineering consultancy.

Highest Quality Services

The mission of the HCM is to provide the highest quality medical review service to the insurance industry, governmental bodies, self-insured businesses and others in need of medical review. The company has twelve nurse consultants and a panel of over 350 physician consultants to

evaluate medical necessity and appropriateness of treatment.

Synergy Consulting Group, LLC is an interim executive and business development consultancy. **Mark Paul**, Partner has a bachelor’s in physics, 10 years as a senior executive at a Global 500 company where he built a \$50 million business unit in two year. He recently published the second edition to *“The Entrepreneur’s Survival Guide.”*

Increasing Customers, Increasing Cash!

Mark and his business partner, **Patrick Wheeler** have helped hundreds of companies attract new customers, improve their cash position, and get to their next level. Synergy recently released a live audio CD: *“Seven Secrets: How to Attract More Customers,”* outlining the process used in this, and many other engagements.

Are looking to dramatically increase your customer base?

Call Synergy to find out how you can benefit from their “Strategic Marketing Program” today!
