

Peter M. Benjamin

The Huntington Consulting Group (HCG) Principals:

Peter M. Benjamin: Mr. Benjamin began his career with American Hospital Supply Corporation (AHSC). After positions as a sales representative, product manager, market manager and regional manager he became the Director of Marketing for AHSC's home care business, Abbey Medical. After AHSC was acquired by Baxter International, Mr. Benjamin participated in a leveraged buy out of Abbey and was the Vice President of Sales and Marketing in the privately owned organization for three years.

After leaving Abbey Mr. Benjamin spent two years in the consulting business. In 1992 he became the Vice President of Sales and Marketing at VITAS Healthcare Corporation (the largest hospice provider in the United States). Mr. Benjamin was at Vitas until late 1996 when he returned to the consulting business.

Mr. Benjamin received his undergraduate degree from Brown University.

Kate M. Callahan, RN, MPA, PhD: Dr. Callahan spent the first ten years of her career as a hospital based clinician. She was recruited by American Hospital Supply Corporation (AHSC) to become a sales representative, a position she held for five years before moving into management at AHSC's homecare business, Abbey Medical. While at Abbey, Dr. Callahan was involved in the start up and operation of institutional and consumer catalog businesses and in the product management of the company's mobility product line.

Before joining The Huntington Consulting Group Dr. Callahan was involved in a Center for Disease Control funded HIV/AIDS outreach project at the Camillus Health Concern, a health care facility and outreach program for Miami's homeless population.

Dr. Callahan received her BSN from The University of Miami, her MPA from Harvard University and her Ph.D. from Barry University. Her dissertation analyzed how individuals make end-of-life care decisions.

Dr. Callahan served for six years on the Board of the Public Health Trust (the governing body of Jackson Memorial Health System), was the Chairperson of the Camillus Health Concern (a Federally Qualified Health Clinic serving the homeless), was the Chairperson of Our Kids (the organization responsible for Foster children in southeast Florida) and is a Past Chairperson of the Board of the Miami-Dade Alliance for Aging.

Dr. Callahan has taught medical students' end-of-life care and geriatrics at Nova Southeastern University, Barry University graduate students' health services administration and ethics, regularly serves as an expert witness in healthcare litigation cases and is the co-author of The Five Wishes (an advance care planning tool).

Business Overview:

HCG primarily works with large nonprofit hospice/palliative/PACE providers and oncology and rare disease pharmaceutical manufacturers. In addition, HCG regularly works with health systems, physician groups, trade groups and data/analytic organizations. HCG focuses on working with CEOs and Boards of Directors to provide advice about strategic trends impacting them and their customers, creating appropriate business plans and working with sales and marketing leaders to create best in class sales and marketing organizations. Over the past decade HCG has been very involved with the formation of affiliate groups comprised of hospice, PACE and frail elder physician practice providers typically including their participation in value based models of care.

HCG RECENT/CURRENT CLIENTS

ROBERT WOOD JOHNSON/BARNABAS HEALTH SYSTEM, West Orange/New Brunswick, NJ
Health System: home health, hospice, post-acute care, population health, OCM

PARTNERS HEALTHCARE SYSTEM, Boston, Massachusetts
Mass General, Brigham and Women's, Dana Farber Cancer Institute

VERASATEM, Needham, Massachusetts
Oncology Biotech

HEALTH DIALOG, Boston, Massachusetts
Disease Management

CARDIOCONTINUUM, Baltimore, Maryland
Disease Management

AVMED HEALTH PLAN Miami, Florida
Health Maintenance Organization

SMITH AND NEPHEW, Boston, Massachusetts
Device Manufacturer

SENIOR BRIDGE, New York, New York
Provider of Home Care and Geriatric Care Management

SENIOR HOMECARE, St. Petersburg, Florida
Home Care Services

PHARMETRICS Watertown, Massachusetts
Health Care Information Products

HCR-MANOR CARE/HEARTLAND HOME CARE/HOSPICE Toledo, Ohio
Long Term Care, Home Care, Palliative Care and Hospice Care

INNOVAGE, Denver, Colorado
PACE, Home Care

WELLMED, San Antonio, Texas
At Risk Physician Practice Management

GENZYME/SANOFI Cambridge, Massachusetts
Rare Disease, Oncology and MS Biotech

HOVEROUND, Sarasota, Florida
Manufacturer/Provider of Power Wheel Chairs

MILLENNIUM PHARMACEUTICALS/TAKEDA, Cambridge, Massachusetts
Oncology Biotech

DICERNA PHARMACEUTICAL, Cambridge, Massachusetts
Rare Disease/Oncology Biotech

ROCKY MOUNTAIN HEALTHCARE SERVICES, Colorado Springs, Colorado
PACE Program, Brain Injury Program

OHIO LIVING, Columbus Ohio
LTC, ALF, Independent Living, Home Care, Hospice

GENEVIVE, Minneapolis, Minnesota
Value based frail elder physician practice

HOSPICE OF HOPE Maysville, Kentucky
 CAPITAL CARING Falls Church, Virginia
 ST. FRANCIS HEALTH SYSTEM HOMECARE Greenville, S. Carolina
 MONTGOMERY HOSPICE SOCIETY, Rockville, Maryland
 NHPCO, Arlington, Virginia
 THE HOSPICE ALLIANCE OF THE NATIONAL CAPITAL AREA Wash DC
 NORTH OTTOWA COMMUNITY HEALTH SYSTEM Grand Haven, Michigan
 THE HOSPICE FOUNDATION OF AMERICA Miami, Florida
 BEACON HOSPICE Boston, Massachusetts
 AMERICAN HOSPICE MANAGEMENT Jacksonville, Florida
 HOPE HOSPICE AND PALLIATIVE CARE, Fort Myers, Florida
 NATIONAL HOSPICE WORK GROUP, San Diego, California
 HOSPICE OF MICHIGAN, Detroit, Michigan
 BIG BEND HOSPICE, Tallahassee, Florida
 HAVEN HOSPICE, Gainesville, Florida
 HOSPICE OF LAKE AND SUMTER, Leesville, Florida
 TRU COMMUNITY CARE, Boulder, Colorado
 HOSPICE OF DAYTON/OHIO HOSPICE, Dayton, Ohio
 PIKES PEAK HOSPICE AND PALLIATIVE CARE, Colorado Springs, Colorado
 HOSPICE OF THE COMFORTER, Orlando, Florida
 THE DENVER HOSPICE/CARE SYNERGY Denver, Colorado
 HARMONY HOSPICE, Pittsburgh, Pennsylvania
 HOSPICE PROVIDER NETWORK, North Carolina
 HOSPICE OF THE FLORIDA SUNCOAST, Clearwater, Florida
 IOWA, COLORADO, INDIANA, WISCONSIN, CAROLINAS, MICHIGAN, FLORIDA, MISSISSIPPI/LOUISIANA, OHIO – STATE HOSPICE ASSOCIATIONS
 SUTTER VNA AND HOSPICE, Emeryville, California
 MERIDIAN HEALTH SYSTEM, New Jersey
 VISITING NURSE AND HOSPICE, Fort Wayne Indiana
 CARE DIMENSIONS, Danvers, Massachusetts
 HOSPICE OF LARIMER COUNTY/PATHWAYS, Fort Collins, Colorado
 FOUR SEASONS HOSPICE, Asheville North Carolina
 HOSPICE AND PALLIATIVE CARE OF CATAWBA VALLEY, Hickory, North Carolina
 DELAWARE HOSPICE, Wilmington Delaware
 MIDLAND CARE CONNECTION, Topeka Kansas
 KANSAS CITY HOSPICE/PALLIATIVE CARE, Kansas City, Missouri
 COMMUNITY HOSPICE, Modesto, California
 COMMUNITY HOSPICE OF TEXAS, Dallas, Texas
 HOSPICE OF NORTHWEST OHIO, Toledo, Ohio
 HOSPICE OF THE CAROLINA FOOTHILLS, Columbus, North Carolina
 HOSPICE OF RUTHERFORD, Forest City, North Carolina
 HOSPICE OF CENTRAL OHIO, Newark, Ohio
 CENTER FOR HOSPICE CARE, South Bend, Ohio
 FAMILY HOSPICE AND PALLIATIVE CARE, Pittsburgh, Pennsylvania
 PATHWAYS HOSPICE AND HOME CARE, Sunnyvale, California
 HOSPICE OF THE VALLEY, Huntsville, Alabama
 HOSPICE ADVANTAGE, Bay City, Michigan
 HOSPICE OF SANTA CRUZ COUNTY, Santa Cruz, California
 HOSPICE OF CHATTANOOGA, Chattanooga, Tennessee
 CARING FOUNDATIONS, Hollywood, Florida
 HOSPICE OF THE BLUEGRASS, Lexington, Kentucky
 HOSPICE COMPASSUS, Nashville, Tennessee
 VITAS HEALTHCARE CORPORATION, Miami, Florida
 TIDEWELL HOSPICE, Sarasota, Florida
 SANGRE DE CRISTO HOSPICE, Pueblo, Colorado
 HOSPICE OF AMADOR AND CALAVERAS COUNTIES, Amador, California
 HOSPICE OF CALDWELL COUNTY, Lenoir, North Carolina
 COVENANT CARE, Pensacola, Florida
 VALLEY HOSPICE, Rayland, Ohio
 COMMUNITY HOSPICE OF NORTHEAST FLORIDA, Jacksonville, Florida
 TEXAS NOT FOR PROFIT HOSPICE ALLIANCE, Austin, Texas
 THE HOSPICE OF EAST TEXAS, Tyler, Texas
 ARKANSAS HOSPICE, North Little Rock, Arkansas
 HOSPICE AUSTIN, Austin, Texas
 ELIZABETH HOSPICE, Escondido, California
 NORTHERN CALIFORNIA NOT FOR PROFIT HOSPICE ALLIANCE, Pleasant Hill, California
 TREASURE HEALTH, Stuart, Florida
 SNOWLINE HOSPICE, Diamond Springs, California
 MISSION HOSPICE, San Mateo, California
 VNA HEALTH GROUP, Holmdel, New Jersey
 HOUSTON HOSPICE, Houston Texas
 HOSPICE BRAZOS VALLEY, Bryan, Texas
 YOLO HOSPICE, David, California
 HOSPICE OF SOUTH TEXAS, Victoria, Texas
 CATHOLIC HOSPICE, Miami Lakes, Florida
 TRANSITIONS LIFE CARE, Raleigh North Carolina
 CORNERSTONE HOSPICE, Howey In The Hills, Florida
 BLUE RIDGE HOSPICE, Winchester, Virginia
 TRUSTBRIDGE, West Palm Beach, Florida
 HOSPICE OF THE PIEDMONT, Charlottesville, Virginia
 HOSPICE OF WASHINGTON COUNTY, Hagerstown, Maryland
 SAMARITAN HOSPICE, Mount Laurel New Jersey
 ST. FRANCIS REFLECTIONS, Titusville, Florida
 HOSPARUS, Louisville, Kentucky
 HOSPICE OF MARION COUNTY, Ocala, Florida

THE HUNTINGTON CONSULTING GROUP PRACTICE AREAS

BUSINESS PLANNING

- Tools and techniques for implementing a strategic planning process
- Acquisition and strategic partner evaluation and due diligence
- Qualitative and quantitative customer and competitor research
- Design and facilitation of strategic planning and management meetings (for Boards of Directors and management teams)

CORPORATE IDENTITY AND BRANDING

- Corporate, operating unit and product naming
- Annual reports, investor, media and corporate communications
- Brand audit and evaluation programs

MERGER/ACQUISITION/DUE DILIGENCE/BUSINESS ASSESSMENT

- Due diligence for investors and acquirers
- Business plan assessment/development
- Affiliation agreements

SALES, MARKETING AND MARKET RESEARCH SUPPORT

- Sales organization benchmarking assessment and development
- Sales and sales management training
- Marketing communications and sales collateral development
- Market research; project design, survey design, focus groups
- Key account selling; conceptualization/implementation
- Sales deployment analysis
- Program development; palliative care, PACE, inpatient hospice, ACO
- Creation and ongoing evolution of service promise programming

EDUCATIONAL EVENTS

- Health Care Content: Trends in End-of-Life Care, Physician Practice Pattern Variance, Macro Health Care Trends, Managed Care Trends, Health System Evaluation of Hospice Inpatient/Palliative Care
- Sales and Marketing: Everything Can Be Differentiated, Using Differentiation To Build Market Share, Principles Of Territory Management: “Fishing Where The Fish Are”, The Role of Sales Management, “Sales” For Clinicians