

## **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/OHIOS 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