

WorldCare stays healthy with F.A.C.T.S business planning services

Introduction

WorldCare Inc. is a privately held, <\$10 million healthcare (telemedicine) company located in Cambridge, MA. Management wanted to expand operations in London to take advantage of Great Britain's National Health initiative to increase healthcare funding for radiological/diagnostic services. The CFO was concerned about the proposal's economics and WorldCare's ability to support this initiative. His goal was to review and validate the business expansion plan to set up several diagnostic treatment centers in the UK.

The Challenges

Working with its senior management team and outside partner clinical operations, Bob reviewed the existing plan, market and financial assumptions; found significant errors in original plan assumptions (e.g. showed \$10 million profit on investment in Year 1 vs. \$1M loss in revised plan). Developed revised plan showing validated justification and economics including size of investment required, detailed validated operational assumptions and financials.

Solution

In approximately 4 weeks, Bob completed a 35 page business plan with accompanying 50 page scalable spreadsheet detailing market size and opportunity, operational challenges and requirements, investment requirements and ROI, risk (including currency and inflation) assessment and alternative scenario planning.

(Thanks to Bob's work) "WorldCare was able to quickly identify the real economics and value proposition of its business proposal to open radiological diagnostic treatment centers in the UK. This timely action mitigated a potentially adverse financial impact to the company that an earlier, marketing-only proposal would have generated. Bob Katz helped develop and validate the financial model and operational considerations for our proposal as well as worked with our management team to integrate the marketing and technical components together for a well-rounded business plan. His experience, professionalism and attention to detail enabled us to put a proposal together to satisfy both WorldCare's management requirements but also stand up to the rigorous review of our strategic partners."

*Wayne Peters,
former CFO, WorldCare Inc, currently CEO, Eye Centers of Florida*