



Expertise at your disposal. Fresh perspectives when you need it and where you need it. Independent and honest. Sharp and clear.

No one understands your business better than you. But sometimes you need a second opinion. Someone to challenge your thinking. An outside-in perspective. Honest and focused solely on your needs.

SOUNDING BOARDS originated in the world of music and are a structure to project the sound of the speaker. The term may also be used figuratively to describe a person who listens to a proposal in order for the speaker to rehearse or explore the proposition more fully. This way, a sounding board either confirms what it hears or offers an opinion when the sound it hears is “off key”.

HEALTHCARE SHAPERS are an international network of independent professionals with wide-ranging and profound expertise in the healthcare industry. Currently our network comprises 150 active partners and 1,000 associated experts with many years of experience, e.g., in professional service firms, pharmaceutical, diagnostics, or med tech companies, payer organizations, or as healthcare providers. Every one of us has

earned a strong reputation for what she/he does and we are passionate about our work.

We collaborate to create value and to shape healthcare. We cover topics such as:

- Business model innovation
- Digital and connected Health
- Patient-centricity, integrated care
- Brand acceleration
- Multi-stakeholder collaboration

We consult on topics ranging from Strategy, Development, Medical, Commercial, to Operations and we cover nearly all facets of healthcare.

With our **Healthcare Shapers Sounding Board** you now can tap into this wealth of expertise. As we are self-employed and independent experts, you don't need to be afraid of us “selling”. And as we are all pragmatists, you can expect an opinion formed by real life implementation and not pure in theory. We will listen to your challenges and provide our perspective based on our varied and rich experience.

THE APPROACH of our Healthcare Shapers Sounding Board comprises three phases:



In order to get most out of the interaction with the experts, we need to have a clear understanding of the issue. **SCOPING** starts with a handful of interviews with the owners of your issue.

During **DISCOVERY** we typically compile a Factbook of 20-30 pages, detailing the questions that need to be addressed and consolidating any existing data, analyses and research on the issue.

We will then select between three to six professionals from the Healthcare Shapers network for your issue. We will provide a mix of experts with different and complementary perspectives to ensure a holistic view on your issue. All our experts can be contracted by one single confidentiality agreement with you, reducing your administrative efforts.

The **DIALOGUE** between your and our experts happens during the Sounding Board Workshop. This is a highly collaborative event that can involve between a handful to 20 participants and typically last between half a day to two days or sometimes starts with a pragmatic 90-minute video conference.

In order to create the maximum value from the intense dialogue between your and our experts, we prepare a tailor-made agenda that follows the specific objectives and questions of the issue that you want to address. While some narrowly scoped sessions validate existing ideas and might just take half a day with a handful of our experts, other workshops are broader in scope, require more experts, and may involve creating new plans. But whatever

the scope, the typical flow of a workshop includes three logical steps:

1. Look at the issue from different vantage points and ensure an aligned view on the problem
2. Brainstorm solutions/derive implications. This might involve several iterations to address all relevant facets of the problem
3. Agree actions

This ensures that your experts are aligned on the problem, on potential solutions, and on any resulting follow-up actions.

Results of a Sounding Board Workshop are captured either as a photo protocol or as minutes or a summary report.

YOUR BENEFITS:

- **Buy-in:** involving experts and executives creates buy-in and acceptance
- **Precision:** external experts sharpen and validate your ideas
- **One Source:** most appropriate experts for your needs selected from one source
- **Pragmatism:** the swift collaboration of a diverse mix of experts ensures a holistic view with creative, yet realistic new ideas
- **Impact:** the results- and action-oriented approach helps to develop solutions and agree actions with high impact

COST TRANSPARENCY

Our minimally invasive and workshop-based approach takes burden from your experts. It typically yields returns far higher than with traditional consulting projects.

We will provide you a transparent cost calculation based on the value and estimated amount of work and we are happy to set a fixed price once the scope has been agreed.

Contact us to frame your issue. We will quickly give you an indication of the expected effort and we can get started at short notice, easy and pragmatic. We focus on results — solely for your needs.

Are you wrestling with a difficult problem? Do you need someone who listens and understands? An expert with a fresh mindset? Somebody to provide an unbiased perspective? To challenge your thinking and provide additional ideas? Then get in touch with us!

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