

VISION, NEEDS, CLIENTS, PRODUCTS, VALUES

VISION:

ROC is a partnership of exceptionally trained, knowledgeable staff, and physicians from across the oncology value-chain that are regionally and nationally known for delivering compassionate, high quality, evidence-based treatment, at affordable costs in the most efficient manner. Each partner strives to provide a patient-centered environment for those they take care of.

NEEDS:

We will need to grow together (mature?) as a group; Understand and respond to the needs of our customers; Organize our practice around sub-specialized care; 'manage our collective knowledge'; Develop supportive space, personnel and equipment; Continuously improve how we provide care.

CLIENTS:

In this order, our clients are:
 1) The patient
 2) The referring physician
 3) The insurance company
 4) The administrator

PRODUCTS and SERVICES:

Information (patient, physician, other); Output (patient care); Response and follow-up

VALUES:

Quality, team, patient care



KME SYSTEMS IMPROVEMENTS LLC

STRATEGIES | SYSTEMS | STRUCTURES
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Strategic Planning Agenda

- I. Review assignment objective
 - a. Review 5 strategic questions
 - b. Confirm/discuss ROC corporation goals
 - c. Form two groups
- II. Place recommendations on prioritization chart
- III. Discuss results & Prioritize results - "top 5"
- IV. Formulate ROC to SHS message

5 strategic questions - What are our aspirations & goals? Where to play? How to win? What capabilities do we need to have? What management systems do we need to have?

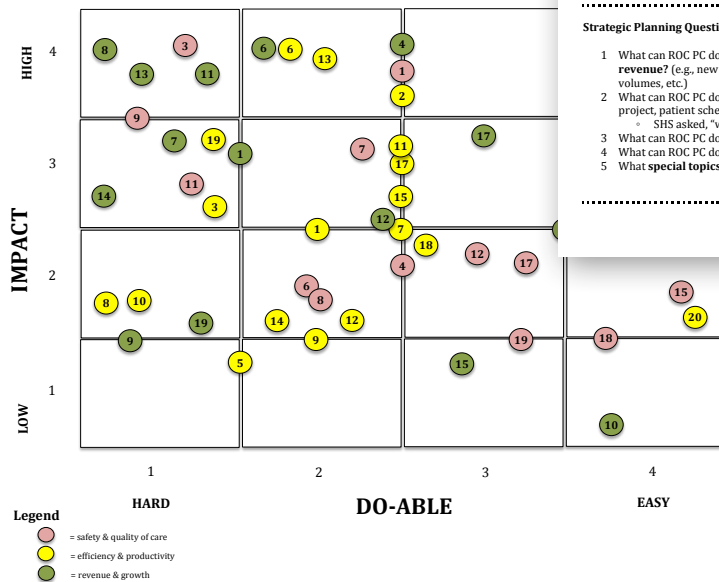
What are ROC's "Aspirations/ Goals"?

- Provide premier and safe Radiation Oncology
- Maintain our independence
- Grow our practice through new services
- Have an efficient, compliant operation
- Ensure that we maintain a balance

Strategic Planning Questions

1. What can ROC PC do or SHS do to increase **revenue**? (e.g., new technology volumes, etc.)
2. What can ROC PC do or SHS do to improve **patient scheduling**, etc.?
 o SHS asked, "what can ROC PC do?"
3. What can ROC PC do or SHS do to improve **patient care**, etc.?
4. What can ROC PC do or SHS do to improve **staff**, etc.?
5. What **special topics** need to be addressed?

ROC Strategic Priorities - 20



ROCPC 2019 key projects
 Originally Brainstormed on 4-8-19

Sub-Committee	Focus	Q2	Q3	Q4
Marketing & Business Development	Client (Revenue)	1. Pursue merger negotiation with Ann Arbor Group 2. Establish ROCPC brand 3. Determine social media (i.e., website, facebook, etc.) strategy, including collateral marketing materials for ROCPC 4. Update & expand CTF templates 5. Explore selling CTF IP to equipment vendor (i.e., Varian, etc.) 6. Co-Develop CTF Growth Plan	7. Investigate/understand more about the Lakeland relationship	8. Explore possible relationship with Traverse City 9. Make a list of other private groups we have communication with
Operations	Efficiency & Effectiveness (Costs)	1. Finalize & begin to execute HSP/SHS plan for 2019 2. Personal, sick time off coverage, especially for satellite physicians 3. Resolve IGT status with SHS 4. Preauthorization procedure, CTF integration 5. Scheduling and coverage management for all time categories	6. Improve patient scheduling process - inpatient, outpatient, sub-specialization 7. Clarify staff roles and responsibilities (i.e., EPIC orders, Chart prep) 8. Improve H&M coverage, leverage sub-specialization, include planning time	9. Standardize main campus and satellite procedures 10. Evaluate ROCPC clinical capacity, workload balance, and any new HR policies (i.e., time off, sick time, etc.)
Research & Education	Alignment with SHS needs	1. Understand all of Dr. Ali's needs, goals & objectives (i.e., M&D, Fellowship) 2. Create a disease education session with staff, ongoing		3. Execute clinical trial strategy at satellite locations 4. Create an organized experience for students & fellows & residents
Human Resources	Participation, Collaboration, Shareholder Satisfaction	1. Update vacation/sick leave process 2. Review & update disability policy 3. Short term disability policy 4. Sick time policy	5. Complete an HR policy manual	6. Review long term staffing goals for ROCPC

Radiation Oncology Centers PC is a compassionate, innovative and nimble oncology practice. Their growth and expertise inspire patients and other organizations to seek them out. They strive for teamwork, results and simplification in a complex healthcare ecosystem.

RADIATION ONCOLOGY CENTERS PC
BUSINESS MODEL CHART

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Team Geography Clinical Business

Oncology Strategy & Business Model Service Line

Establishment of vision and strategies through business model alignment, increased efficiency and aligning physicians, administrators and staff to shared responsibility for improved care delivery leadership through various operating model techniques.