

INSIGHTS FROM HEALTHCARE'S BEST AND BRIGHTEST

OVERVIEW

Lincoln Intelligence Group (LIG) is a strategic advisory group that helps innovative healthcare companies advance their businesses by connecting them with best-in-class sources of strategic insight and advice.

Through an annual membership, LIG members are able to efficiently tap into a web of thought-leading people, organizations and information for new perspectives on their strategic initiatives.

LIG Members have access to:

- ▶ Cross-sector expertise about adjacent and complementary spaces
- ▶ A virtual advisory board spanning the industry and country
- ▶ A web of resources for validating and refining their strategic plans
- ▶ Unique research into the future of health care
- ▶ Emerging insights into areas of growth and opportunity

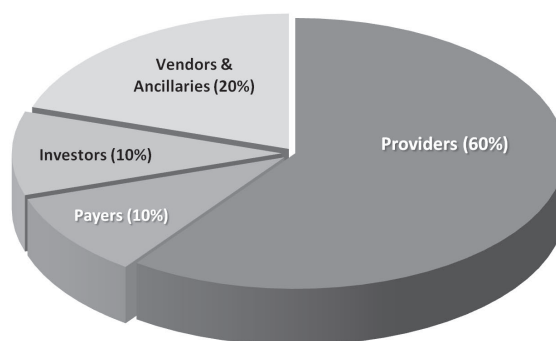
VISION

By bringing talented people from all sectors together, Lincoln Intelligence Group will provide a unique forum for continuous innovation in healthcare delivery – innovation that will occur irrespective of the evolution of government policy – LIG will enlist members who share the goal of expediting the next generation of healthcare delivery.

A strategic advisory group launching in CY 2014 with 40 Charter Members, the Lincoln Intelligence Group will accommodate a maximum of 100 members at maturity.

GROUP COMPOSITION

The Group comprises **exclusively CEOs and C-level executives from innovative, value-creating companies** across all sectors in the healthcare value chain: Providers, Insurers, Investors and Vendors/Ancillaries.



- Open exclusively to subscribing, peer members; there is no advertising or commercial presence.
- One-of-a-kind means of illuminating the biggest areas of uncertainty in the healthcare industry.

OFFERING

Lincoln Intelligence Group serves its members via three main components: an Advisory Board; Intelligence Service; a Strategic Retreat.

ADVISORY BOARD

Members are interviewed by an LIG analyst twice/year about areas of critical concern to their business initiatives. With this knowledge, LIG then facilitates meaningful connections between each Member and the people, organizations and information we believe can best help them address their strategy-focused questions - a virtual web of advisors.

- Connections may occur either in- or outside of the Group membership including other players in the healthcare continuum; influential strategists and policy-makers; strategic partner candidates; innovative people and companies.
- The Advisory Network is meted out through a bank of 40 hours of access per Member per year; thus, each Member company essentially receives a week's worth of advisory service with their membership. The hours spent by and with LIG personnel plus the hours spent with advisory board resources will count against each member's bank.

OFFERING (continued)

INTELLIGENCE SERVICE

The Group will serve its members via three intelligence components: Research Rounds (three in 2014); A Monthly Newsletter; and Access to Lincoln Healthcare's Portfolio of Executive Conferences.

Research Rounds: Members will have exclusive access to quarterly Research Rounds (1Q, 2Q, 4Q), each of which is a heavily researched presentation and discussion around a big issue or question that cuts across all sectors of health care. Each Research Round is an immersive, 3-hour mini-conference that can be attended either in person or via video/tele-conference. Research Rounds use a *collaborative learning model*.

- **Member Engagement:** Members are charged with coming to the discussion highly prepared. Preparatory materials will be disseminated prior to each Round, consisting of: a Research and Discussion Framework; a Research Summary; and Research Sources and Citations.
- **Member Participation:** Members can either attend live (C-level only) or participate remotely in the events as a team and then disseminate related materials freely within their organizations. Video replays of each intelligence event will be available to Group members for further use, and an encapsulation of the overall Research Round will be circulated.
- **Locations:** Research Rounds are held in major airline hubs: Atlanta, Chicago, Cleveland, Dallas, Denver, Los Angeles, New York, Philadelphia, Phoenix, San Francisco.

Newsletters: Lincoln Intelligence Group also publishes a monthly members-only Newsletter consisting of synthesized reading – our sources of intelligence abstracted for a C-level reader. Key insights and sources are summarized so that members will be able to digest strategically important information.

Passport to Lincoln Healthcare Events: Members also receive access (subject to availability and restrictions) to attend Lincoln Healthcare's executive conferences: LTC 100, Home Care 100, Senior Living 100, Community Hospital 100, LTC LINK, Home Care LINK.

STRATEGIC RETREAT:

Held each August in a mountain venue – e.g., Aspen, Vail, Jackson Hole, Park City – the Retreat is a one-of-a-kind opportunity for healthcare's best and brightest to elevate themselves and their companies through thought-provoking learning and exchange. The Retreat provides:

- Content that will both mirror and build upon the Research Rounds, where the format is similarly interactive and collaborative.
- An unparalleled opportunity for our most innovative companies and talented executives to expand their thinking and their networks through in-person learning and exchange
- An overall experience that is simultaneously challenging, intensive, rejuvenating, and energizing.

MEMBERSHIP PROGRAM

The offering is available through a calendar year membership. Membership prices for 2014 are \$24,000 for providers, insurers and investors and \$28,500 for other organizations.

Members designate two C-level executives as the lead representatives from their companies; these lead representatives are the designated participants in the group. Typically the lead representatives will be:

- 1) The CEO, and 2) The executive that is most involved with developing and driving the company's strategic vision.