

## **Company Backgrounder**

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### **About NeuStrategy**

NeuStrategy provides a broad spectrum of strategic, financial and operational support to health systems, physician practices and industry vendors. Its unique “think tank” approach brings together the industry’s top experts to deliver the intelligence and resources organizations need to succeed in today’s fast-paced healthcare environment.

NeuStrategy contracts with healthcare systems, physician practices, industry vendors and affiliated companies to help advance their strategic, financial and operational performance. NeuStrategy’s team of experts has worked with hundreds of hospitals and physician practices across the U.S. Formerly the consulting division of NeuroSource, NeuStrategy has strong expertise in healthcare development and operations. What’s more, NeuStrategy assists a range of clients – from large teaching hospitals to small, specialized practices. “Our services are scalable to client needs,” notes NeuStrategy managing partner Theodore Michalke. “The delivery of healthcare services is market specific. Our approach conforms to myriad market environments.”

Expert at program resource allocation and passionate about healthcare quality, NeuStrategy bases its consulting services on a practical, multi-phase process that incorporates customized evaluation, strategy development and “hands-on” implementation. In addition to its custom services, NeuStrategy’s expanding center of excellence research expands access to critical industry information.

“Our COE Survey<sup>TM</sup> model delivers the market intelligence and evaluation resources healthcare organizations need to succeed in today’s complex environment,” adds NeuStrategy partner Kevin Dunne. “We’ve engineered the tools and processes that help healthcare organizations measure current performance and steer toward a bright future.”

Clients choose NeuStrategy because of the collective healthcare experience of its principals and the firm’s highly regarded advisors and consultant team, whose expertise spans neuroscience, oncology and orthopedics. NeuStrategy’s specialists have had experience as hospital, physician practice, healthcare financing and outcomes program executives.

### **Management Leadership**

With over thirty years of combined healthcare experience, NeuStrategy principals have completed more than 100 neuroscience, orthopedic and related specialty healthcare consulting engagements for academic and community hospitals and faculty and private physician practices of all sizes, in every region of the country.



#### **Theodore W. Michalke, Managing Partner**

Theodore Michalke is the managing partner and a co-founder of NeuStrategy, Inc. He is responsible for client development, organizational strategy and industry alliances.

With 25 years of strategic business development experience, Mr. Michalke was formerly Senior Vice President Partnership Development at NeuroSource Inc., where he implemented and managed the firm's national consulting and specialty partnership practices. In addition, he has held key senior management positions at the Chicago Institute of Neurosurgery and Neuroresearch and in consulting practices supporting the financial and retail services industry.

Mr. Michalke is a member of SHSMD (Society for Healthcare Strategy and Market Development) and NERVES (Neurosurgery Executives' Resource Value and Education Society). He holds a Bachelor of Science degree from the College of Architecture and Planning at Ball State University.



#### **Kevin D. Dunne, Partner**

Kevin Dunne is a partner and co-founder of NeuStrategy, Inc. He is responsible for national client relationship management and organizational development.

Mr. Dunne has had nearly 10 years of management consulting and healthcare specialty services experience. Formerly, Director of Consulting at NeuroSource Inc., he produced the Neuroscience Center of Excellence Survey™ – the industry benchmark to measure vital infrastructure and stage program progression. Prior to NeuroSource, Mr. Dunne was an operations analyst at Rush University Medical Center and senior consultant at Alaris Consulting.

Mr. Dunne is a member of SHSMD (Society for Healthcare Strategy and Market Development) and ACHE (America College of Healthcare Executives). He holds a Masters of Science in Health Systems Management from Rush University and a Bachelor of Science degree from The University of Notre Dame.

Visit [www.NeuStrategy.com](http://www.NeuStrategy.com) for a complete list of advisors and consultants.

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For more information on NeuStrategy services, please contact Theodore Michalke, [tmichalke@neustrategy.com](mailto:tmichalke@neustrategy.com) or Kevin Dunne, [kdunne@neustrategy.com](mailto:kdunne@neustrategy.com) or Visit the company web site: [www.NeuStrategy.com](http://www.NeuStrategy.com)