



Peter M. Benjamin

The Huntington Consulting Group (HCG) Principals:

Peter M. Benjamin: Mr. Benjamin began his career with American Hospital Supply Corporation (AHSC). After positions as a sales representative, product manager, market manager and regional manager he became the Director of Marketing for AHSC's home care business, Abbey Medical. After AHSC was acquired by Baxter International, Mr. Benjamin participated in a leveraged buy out of Abbey and was the Vice President of Sales and Marketing in the privately owned organization for three years.

After leaving Abbey Mr. Benjamin spent two years in the consulting business. In 1992 he became the Vice President of Sales and Marketing at VITAS Healthcare Corporation (the largest hospice provider in the United States). Mr. Benjamin was at Vitas until late 1996 when he returned to the consulting business.

Mr. Benjamin received his undergraduate degree from Brown University.

Kate M. Callahan, RN, MPA, PhD: Dr. Callahan spent the first ten years of her career as a hospital-based clinician. She was recruited by American Hospital Supply Corporation (AHSC) to become a sales representative, a position she held for five years before moving into management at AHSC's homecare business, Abbey Medical. While at Abbey, Dr. Callahan was involved in the start up and operation of institutional and consumer catalog businesses and in the product management of the company's mobility product line.

Before joining The Huntington Consulting Group Dr. Callahan was involved in a Center for Disease Control funded HIV/AIDS outreach project at the Camillus Health Concern, a health care facility and outreach program for Miami's homeless population.

Dr. Callahan received her BSN from The University of Miami, her MPA from Harvard University and her Ph.D. from Barry University. Her dissertation analyzed how individuals make end-of-life care decisions.

Dr. Callahan served for six years on the Board of the Public Health Trust (the governing body of Jackson Memorial Health System), was the Chairperson of the Camillus Health Concern (a Federally Qualified Health Clinic serving the homeless), was the Chairperson of Our Kids (the organization responsible for Foster children in southeast Florida) and is a Past Chairperson of the Board of the Miami-Dade Alliance for Aging.

Dr. Callahan has taught medical students' end-of-life care and geriatrics at Nova Southeastern University, Barry University graduate students' health services administration and ethics, regularly serves as an expert witness in healthcare litigation cases and is the co-author of The Five Wishes (an advance care planning tool).

Business Overview:

HCG primarily works with large nonprofit hospice/palliative/PACE providers and oncology and rare disease pharmaceutical manufacturers. In addition, HCG regularly works with health systems, physician groups, trade groups

and data/analytic organizations. HCG focuses on working with CEOs and Boards of Directors to provide advice about strategic trends impacting them and their customers, creating appropriate business plans and working with sales and marketing leaders to create best in class sales and marketing organizations. Over the past decade HCG has been very involved with the formation of affiliate groups comprised of hospice, PACE and frail elder physician practice providers typically including their participation in value based models of care.

HCG RECENT/CURRENT CLIENTS

ROBERT WOOD JOHNSON/BARNABAS HEALTH SYSTEM, West Orange/New Brunswick, NJ
Health System: home health, hospice, post-acute care, population health, OCM

PARTNERS HEALTHCARE SYSTEM, Boston, Massachusetts
Mass General, Brigham and Women's, Dana Farber Cancer Institute

VERASATEM, Needham, Massachusetts
Oncology Biotech

HEALTH DIALOG, Boston, Massachusetts
Disease Management

CARDIOCONTINUUM, Baltimore, Maryland
Disease Management

AVMED HEALTH PLAN Miami, Florida
Health Maintenance Organization

SMITH AND NEPHEW, Boston, Massachusetts
Device Manufacturer

SENIOR BRIDGE, New York, New York
Provider of Home Care and Geriatric Care Management

SENIOR HOMECARE, St. Petersburg, Florida
Home Care Services

PHARMETRICS Watertown, Massachusetts
Health Care Information Products

HCR-MANOR CARE/HEARTLAND HOME CARE/HOSPICE Toledo, Ohio
Long Term Care, Home Care, Palliative Care and Hospice Care

INNOVAGE, Denver, Colorado
PACE, Home Care

WELLMED, San Antonio, Texas
At Risk Physician Practice Management

GENZYME/SANOFI Cambridge, Massachusetts
Rare Disease, Oncology and MS Biotech

HOVEROUND, Sarasota, Florida
Manufacturer/Provider of Power Wheel Chairs

MILLENNIUM PHARMACEUTICALS/TAKEDA, Cambridge, Massachusetts
Oncology Biotech

DICERNA PHARMACEUTICAL, Cambridge, Massachusetts
Rare Disease/Oncology Biotech

ROCKY MOUNTAIN HEALTHCARE SERVICES, Colorado Springs, Colorado
PACE Program, Brain Injury Program

OHIO LIVING, Columbus Ohio
LTC, ALF, Independent Living, Home Care, Hospice

GENEVIVE, Minneapolis, Minnesota
Value based frail elder physician practice

HOSPICE OF HOPE Maysville, Kentucky
CAPITAL CARING Falls Church, Virginia
ST. FRANCIS HEALTH SYSTEM HOMECARE Greenville, S. Carolina
MONTGOMERY HOSPICE SOCIETY, Rockville, Maryland
NHPCO, Arlington, Virginia
THE HOSPICE ALLIANCE OF THE NATIONAL CAPITAL AREA Wash DC
NORTH OTTOWA COMMUNITY HEALTH SYSTEM Grand Haven, Michigan
THE HOSPICE FOUNDATION OF AMERICA Miami, Florida
BEACON HOSPICE Boston, Massachusetts
AMERICAN HOSPICE MANAGEMENT Jacksonville, Florida
HOPE HOSPICE AND PALLIATIVE CARE, Fort Myers, Florida
NATIONAL HOSPICE WORK GROUP, San Diego, California
HOSPICE OF MICHIGAN, Detroit, Michigan
BIG BEND HOSPICE, Tallahassee, Florida
HAVEN HOSPICE, Gainesville, Florida
HOSPICE OF LAKE AND SUMTER, Leesville, Florida
TRU COMMUNITY CARE, Boulder, Colorado
HOSPICE OF DAYTON/OHIOS HOSPICE, Dayton, Ohio
PIKES PEAK HOSPICE AND PALLIATIVE CARE, Colorado Springs, Colorado
HOSPICE OF THE COMFORTER, Orlando, Florida
THE DENVER HOSPICE/CARE SYNERGY Denver, Colorado
HARMONY HOSPICE, Pittsburgh, Pennsylvania
HOSPICE PROVIDER NETWORK, North Carolina
HOSPICE OF THE FLORIDA SUNCOAST, Clearwater, Florida
IOWA, COLORADO, INDIANA, WISCONSIN, CAROLINAS, MICHIGAN, FLORIDA, MISSISSIPPI/LOUISIANA, OHIO – STATE HOSPICE ASSOCIATIONS
SUTTER VNA AND HOSPICE, Emeryville, California
MERIDIAN HEALTH SYSTEM, New Jersey
VISITING NURSE AND HOSPICE, Fort Wayne Indiana
CARE DIMENSIONS, Danvers, Massachusetts
HOSPICE OF LARIMER COUNTY/PATHWAYS, Fort Collins, Colorado
FOUR SEASONS HOSPICE, Asheville North Carolina
HOSPICE AND PALLIATIVE CARE OF CATAWBA VALLEY, Hickory, North Carolina
DELAWARE HOSPICE, Wilmington Delaware
MIDLAND CARE CONNECTION, Topeka Kansas
KANSAS CITY HOSPICE/PALLIATIVE CARE, Kansas City, Missouri
COMMUNITY HOSPICE, Modesto, California
COMMUNITY HOSPICE OF TEXAS, Dallas, Texas
HOSPICE OF NORTHWEST OHIO, Toledo, Ohio
HOSPICE OF THE CAROLINA FOOTHILLS, Columbus, North Carolina
HOSPICE OF RUTHERFORD, Forest City, North Carolina
HOSPICE OF CENTRAL OHIO, Newark, Ohio
CENTER FOR HOSPICE CARE, South Bend, Ohio
FAMILY HOSPICE AND PALLIATIVE CARE, Pittsburgh, Pennsylvania
PATHWAYS HOSPICE AND HOME CARE, Sunnyvale, California
HOSPICE OF THE VALLEY, Huntsville, Alabama
HOSPICE ADVANTAGE, Bay City, Michigan
HOSPICE OF SANTA CRUZ COUNTY, Santa Cruz, California
HOSPICE OF CHATTANOOGA, Chattanooga, Tennessee
CARING FOUNDATIONS, Hollywood, Florida
HOSPICE OF THE BLUEGRASS, Lexington, Kentucky
HOSPICE COMPASSUS, Nashville, Tennessee
VITAS HEALTHCARE CORPORATION, Miami, Florida
TIDEWELL HOSPICE, Sarasota, Florida
SANGRE DE CRISTO HOSPICE, Pueblo, Colorado
HOSPICE OF AMADOR AND CALAVERAS COUNTIES, Amador, California
HOSPICE OF CALDWELL COUNTY, Lenoir, North Carolina
COVENANT CARE, Pensacola, Florida
VALLEY HOSPICE, Rayland, Ohio
COMMUNITY HOSPICE OF NORTHEAST FLORIDA, Jacksonville, Florida
TEXAS NOT FOR PROFIT HOSPICE ALLIANCE, Austin, Texas
THE HOSPICE OF EAST TEXAS, Tyler, Texas
ARKANSAS HOSPICE, North Little Rock, Arkansas
HOSPICE AUSTIN, Austin, Texas
ELIZABETH HOSPICE, Escondido, California
NORTHERN CALIFORNIA NOT FOR PROFIT HOSPICE ALLIANCE, Pleasant Hill, California
TREASURE HEALTH, Stuart, Florida
SNOWLINE HOSPICE, Diamond Springs, California
MISSION HOSPICE, San Mateo, California
VNA HEALTH GROUP, Holmdel, New Jersey
HOUSTON HOSPICE, Houston Texas
HOSPICE BRAZOS VALLEY, Bryan, Texas
VOLO HOSPICE, David, California
HOSPICE OF SOUTH TEXAS, Victoria, Texas
CATHOLIC HOSPICE, Miami Lakes, Florida
TRANSITIONS LIFE CARE, Raleigh North Carolina
CORNERSTONE HOSPICE, Howey In The Hills, Florida
BLUE RIDGE HOSPICE, Winchester, Virginia
TRUSTBRIDGE, West Palm Beach, Florida
HOSPICE OF THE PIEDMONT, Charlottesville, Virginia
HOSPICE OF WASHINGTON COUNTY, Hagerstown, Maryland

THE HUNTINGTON CONSULTING GROUP PRACTICE AREAS

BUSINESS PLANNING

- Tools and techniques for implementing a strategic planning process
- Acquisition and strategic partner evaluation and due diligence
- Qualitative and quantitative customer and competitor research
- Design and facilitation of strategic planning and management meetings (for Boards of Directors and management teams)

CORPORATE IDENTITY AND BRANDING

- Corporate, operating unit and product naming
- Annual reports, investor, media and corporate communications
- Brand audit and evaluation programs

MERGER/ACQUISITION/DUE DILIGENCE/BUSINESS ASSESSMENT

- Due diligence for investors and acquirers
- Business plan assessment/development
- Affiliation agreements

SALES, MARKETING AND MARKET RESEARCH SUPPORT

- Sales organization benchmarking assessment and development
- Sales and sales management training
- Marketing communications and sales collateral development
- Market research; project design, survey design, focus groups
- Key account selling; conceptualization/implementation
- Sales deployment analysis
- Program development; palliative care, PACE, inpatient hospice, ACO
- Creation and ongoing evolution of service promise programming

EDUCATIONAL EVENTS

- Health Care Content: Trends in End-of-Life Care, Physician Practice Pattern Variance, Macro Health Care Trends, Managed Care Trends, Health System Evaluation of Hospice Inpatient/Palliative Care
- Sales and Marketing: Everything Can Be Differentiated, Using Differentiation To Build Market Share, Principles Of Territory Management: “Fishing Where The Fish Are”, The Role of Sales Management, “Sales” For Clinicians