



WAVE Strategy, LLC

WAVE Strategy, LLC generates a perfect storm of research, strategic marketing, creative execution, and results for organizations seeking success in spite of change in the healthcare industry. Our process is smart and encompassing: Watch, Access, Validate, Employ. These four pillars drive everything we do.

WAVE Watches > consumer data and trends.

WAVE Accesses > how and when customers will behave.

WAVE Validates > and advances your agenda.

WAVE Employs > consumer-valued programs.

MISSION AND VISION

What we achieve is a much higher mission: to positively impact the state of healthcare, improve life at work, and thus improve life itself. Our work will touch progressive companies in healthcare, insurance, financial services and retail. Our vision is to be the intellectual resource for forward-thinking professionals who want to tap the \$3 trillion spent annually on healthcare in the United States.

INFORMATION-BASED TREND ANALYSIS

WAVE Strategy, LLC's partners have conducted extensive research for over 20 years in healthcare, financial services, marketing, branding and other areas related to healthcare. In 2008, WAVE Strategy, LLC will launch the development of the most comprehensive study of healthcare consumerism ever conducted in the United States. The 1st Annual Consumer WAVE Trend Study will reach all key segments driving and impacting healthcare consumerism.

PERSONALIZED RESOURCES

WAVE Strategy, LLC's core values (teamwork, respect, integrity, generosity, and learning) are reflected in the products and services we offer. The WAVE Strategy, LLC partners are available to consult with individual organizations on a personalized basis. Furthermore, the WAVE Strategy website, www.wavedriven.com, offers a wealth of free information, blog, articles, custom advice, and downloadable tools at no charge.

Healthcare Tsunami: The Wave of Consumerism That Will Change U.S. Business

Healthcare Tsunami offers a perspective on the emerging field of healthcare consumerism and differentiates it from past discussions by healthcare professionals. Ideas and concepts are presented in ways that are logical and understandable whether you are a member of the healthcare industry, a business owner or manager, or a consumer seeking answers for the future. Presenters Dean Halverson and Wayne Glowac, both experts in research and branding, document how converging trends in multiple industries are creating a wave of change like nothing the healthcare industry or U.S. business has ever seen.

Healthcare Tsunami is a definitive introduction to the future of American healthcare after the pressure builds to a point where it develops into the largest wave of change ever experienced by U.S. business. (122 words)

PRESENTATION OUTLINE

- I. What is a Tsunami?
- II. Ground Zero—Pressure Builds
- III. When is a Consumer Not a Consumer?
- IV. What if Other Industries Acted Like Healthcare?
- V. Insurance—A Benefit? A Right? A Player?
- VI. Providers as Producers
- VII. The Pharmaceutical Catch 22
- VIII. Government's Dual Role
- IX. Financial Services Position to Ride the Wave
- X. Employers Reach Their Limit
- XI. Confused Consumers
- XII. The Consumer's Perception of Quality Evolves
- XIII. The Consumer Takes Their Rightful Place
- XIV. Retailers Learn the Game
- XV. How Timing Could Impact Size
- XVI. What the World May Look Like After the Tsunami
- XVII. The Physician's Role in the New Post-Tsunami Healthcare Environment
- XVIII. The Power of Information
- XIX. The Power of Prevention
- XX. Shift of Financial Power
- XXI. Branding in a New Era of Healthcare Consumerism
- XXII. How to Reach the New Consumer

LEARNING BENEFITS

LEARNING OBJECTIVES

We see three key benefits that audience members will gain from listening to Healthcare Tsunami. Audience members will:

- > Develop a greater understanding of the history of healthcare financing in the United States and the changes that have taken place that have led us to this state of crisis.
- > Analyze the industry players and identify each player's influence on the coming wave of change and how to survive it.
- > Get a glimpse of what the healthcare environment will look like in the post-tsunami era and how they must behave in order to continue doing business successfully in a new consumer healthcare model.

ADVANCED LEVEL SESSIONS

While the Healthcare Tsunami presentation is easily understandable by and applicable to all levels of professionals, the presentation is more appropriate for senior level executives who have decision-making ability and are most motivated to improve their organization's overall strategic approach to everything from facility planning to marketing.

GROUP INTERACTION

Throughout the Healthcare Tsunami presentation, Halverson and Glowac solicit input from audience members by asking questions and facilitating group discussion.

PRESENTATION HISTORY

PREVIOUS PRESENTATIONS

Marshfield Clinic System Operations Group
Marshfield, Wisconsin

St. Mary's Hospital
Madison, Wisconsin

Holy Family Memorial
Manitowoc, Wisconsin

Four — One-Hour Live Radio Shows, WCUB
Manitowoc, Wisconsin

SPEAKER REFERENCES

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PROMOTIONAL TOOLS

Helpful Hints For Maximizing The Value Of Your Healthcare Tsunami Keynote Address

Booking a keynote speaker represents a serious investment – which is why many organizations often choose to extend the value of that investment through promotional activities.

Here are a few suggestions that you might find especially helpful:

RUN INTERNAL NEWSLETTER ARTICLES BEFORE THE ADDRESS

Your organization's newsletter is an ideal place to generate excitement about your upcoming keynote address. You can start with a short teaser article about who your event's keynote speaker will be (such as "see our next issue about which best-selling author and healthcare expert will be delivering the keynote address at our annual event."). Then you can follow it up with a full article providing your audience with details about Halverson's and Glowac's background. For your convenience, this kit contains an article that you can print verbatim or modify to suit your needs.

PURCHASE DISCOUNTED COPIES OF HEALTHCARE TSUNAMI

Individual copies of Healthcare Tsunami are available for \$19.99 in paperback. However, discounts are available for organizations that order 40 books or more. See the price list contained in this kit for more details.

USE THE "GENUINE ARTICLE"

We have authored several informative articles on healthcare trends. WAVE Strategy, LLC can make these articles available to you at no cost. Running one in your company newsletter or sending one via mail to your audience is an ideal way to introduce your colleagues to the future of healthcare consumerism. To obtain a list of these articles, contact Wayne at Wayne Glowac at wayne.glowac@wavedriven.com.

USE WEB TOOLS

Never underestimate the value of Internet and web-based promotions. Advance stories or bylined articles can be disseminated via e-mail to various members of your organization. Or you can post these things on your web site and drive traffic there.

For more promotional ideas, feel free to contact Wayne Glowac at wayne.glowac@wavedriven.com.

Dean Halverson



Dean Halverson is CEO of The Leede Research Group, a full-service marketing research and information firm with offices in Wisconsin and Minnesota. Leede conducts work nationally with a staff of 85 research professionals. The company also partners with a network of professional firms around the world who help to complete projects with international components.

Leede has become a leader in the growing field of healthcare consumerism. The firm has conducted millions of interviews with consumers of all kinds, working for major companies in health, insurance, financial services and consumer products.

Leede has a broad range of experience in the healthcare industry, having worked with well over 100 providers in all market sizes, including pharmacy, homecare and hospice organizations, medical manufacturers, health insurers, health plans and even business coalitions. This has given the company a profound understanding of the players and issues that impact healthcare.

Leede also has extensive experience in financial services, working with banks, credit unions, insurance providers and companies that serve the finance industry. They have seen the movement of the financial industry into secondary industries including investments, brokerage and, most recently, insurance. Now the changes have included the addition of health insurance offerings as well as health savings accounts tied to consumer-driven health plans.

"In the case of the healthcare industry, change has been building for some time, yet it is one of the last industries to fall to the power of the consumer. Pressure has been building under the surface and it is about to burst with unpredictable outcomes."

Wayne Glowac



Wayne Glowac, CEO of Glowac, Harris, Madison, Inc., has helped clients achieve uncommon results for more than 25 years. Glowac+Harris is a full-service advertising agency specializing in advertising, public relations and brand consulting. Their experience includes a diverse range of business and consumer clients.

Glowac+Harris has helped companies across business and consumer sectors better understand and manage their most vital asset, their brand. More than just a logo or slogan, branding involves the process of

understanding and managing customer expectations and feelings.

Glowac has pioneered a number of processes that help clients better understand the key elements which are inherent to successful brand management. The agency's Brand SMART™ branding seminar has been shared with thousands of companies across the United States.

The Glowac+Harris Brand MAP™, a best-practice method for defining a brand position, has helped dozens of clients generate above-average return for their marketing investments.

Wayne Glowac was awarded his first ADDY during his first year in business for writing and producing a radio commercial starring his son Preston, then age 6. Since then, Glowac has won dozens of local, national and international awards. His most valued award is the 2004 National Arbor Day Award given to recognize an urban forestry publicity campaign.

"As healthcare consumerism tips into mainstream acceptance, businesses that acknowledge the trend and modify their marketing will prosper. Those who ignore the new power of the emerging consumer will face a loss of market share."

AVAILABLE VOLUME DISCOUNTS

For *Healthcare Tsunami:*

The Wave of Consumerism That Will Change U.S. Business

The book is available individually at booksurge.com. Or your group can take advantage of the following volume ordering discounts.

SOFTCOVER: \$19.99 PER INDIVIDUAL COPY

NUMBER OF COPIES	PRICE PER COPY
40-50	\$16.99
51-99	\$15.99
100-249	\$14.99
250-499	\$13.99
500-999	\$12.99
1000+	\$11.99

To order multiple copies, contact:

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