

Balance humanity  
and high performance.  
Make healthcare *work, better.*



 FMG LEADING

# Founded for leaders like you. Built for the *moments that matter*.

Today's healthcare leaders are managing constant change, both in the industry and within their organizations. Strategy, pace, and ambitions can shift overnight; the team that got you here will be leading a different company tomorrow. FMG Leading was founded in 1984 for executives with big ideals, willing to take on the challenge of guiding their organization into the next chapter while investing in themselves to make it happen.

You inherit over four decades of proven experience across hundreds of healthcare organizations and thousands of leaders. Make confident decisions around your value creation plan, critical people moves, and strategic decisions, knowing you have a team of experts helping you navigate key inflection points and the moments that matter most.

## BY THE NUMBERS

40+

Years partnering with visionary healthcare operators and investors

5000+

CEOs and executives leading through key inflection points

400+

Of the premier healthcare organizations in America

60+

Investment firms on a mission to make healthcare work, better

1

Integrated team: insights, strategy, leadership and culture under one roof

# Compress the time between *investment and execution.*

Healthcare leaders and their teams are tasked with a unique challenge: drive financial and human performance equally. When both are in balance, organizations thrive. When they're not, growth stalls, mission-focus erodes, and both business and health outcomes suffer.

Entrepreneurs, executives, and investors across the healthcare ecosystem partner with FMG Leading to bring clarity where it's missing and build momentum where it's lost. They trust us to help them create clear strategies, eliminate expensive problems, and turn insights into action.



CEOs

Lead your organization's  
next chapter with *clarity*  
*and conviction.*



# Share the vision for the future, with *a plan to make it happen.*

Leading a private equity-backed organization allows CEOs to put mission-driven capital to work and improve health outcomes, faster. To maximize this unique opportunity, they must set clear expectations around the increased pace of private equity, re-energize the organization's mission, and identify the people who will lead the years ahead.

To lead high-growth healthcare organizations with conviction, CEOs must close blind spots, build strategic partnerships, and set a clear vision for the future. It's a lot to take on — and an extraordinary chance to accelerate the positive impact your business can make.

“When I first became CEO, not only did I need the support of FMG Leading to help make sure that I could be successful, I was also bringing together a new set of leaders. We needed to get aligned as a team and get very focused on the goals and objectives that were going to be most impactful to our success, not only this year, but into the future.”



Jennifer Webster  
CEO, DispatchHealth

# Build the alignment, focus, and trust needed to *optimize your organization.*

Misaligned executive teams that don't have a common vision of where they are going or how they will get there can't deliver on strategic objectives. Ensure your executive team — and your board — share a common goal and are in lockstep with strategic priorities and performance expectations.



**Translate the investment thesis into a strategy the team owns.**



**Align your executives around the value creation plan.**



**Grow culture and key talent to accelerate growth.**



**Build a leadership narrative that compounds enterprise value.**

Investors

Grow value and  
improve outcomes  
*from entry to exit.*

# Stop fighting fires. Start *growing value*.

Investors know the most time-consuming challenges are almost always people problems. Rarely captured in a deal model, the human side of the business, left unaddressed, stalls performance, erodes enterprise value, and delays exits.

Healthcare investors who partner with FMG Leading get that time back. Management team problems are identified and handled before they start, allowing investors to stay focused on growing enterprise value and putting purpose-driven capital to work.

“Bringing in experts like FMG Leading helps us evaluate talent around a deal, both in terms of existing talent in a company, and also talent we bring to a company post-acquisition. So often, the human element is the differentiator between failure and success; between an ‘A outcome’ and a ‘C+ outcome’.”



Oliver Moses  
Managing Partner  
WindRose Health Investors

# Add value throughout the *entire lifecycle*.

Private Equity investors genuinely committed to transforming healthcare and making a positive difference trust us to help them accelerate speed to value creation and solve complex problems across their portfolio. Partnering with our team helps them turn insights into action, de-risk talent decisions, and eliminate strategic misalignment at each stage of the investment lifecycle.



**PRE-CLOSE**

## Diligence

Close with conviction and confidence.



**FIRST 100 DAYS**

## Onboarding

Activate from day one.



**3-5 YEAR HOLD PERIOD**

## Value creation

Where the multiple gets made – or lost.



**6-12 MONTHS OUT**

## Exit Planning

Position for a premium.

Solutions

Strategy. People.  
Execution. *Better.*



# Integrated solutions that help you make *better, faster decisions.*

Strategy without intelligence is opinion. Intelligence without testing is theory. A tested strategy without leadership alignment never executes. CEOs and investors get all three capabilities under one roof — built specifically for PE-backed healthcare.

Connecting market intelligence, organizational health data, and outside-in competitive context under one platform — along with experienced advisory that turns insights into action — gives healthcare-focused executives a true competitive advantage.

“FMG Leading brings a unique combination of end-to-end longitudinal human capital solutions and a willingness to adapt to our language, customs, and traditions. This partnership has enabled growth and positioned us as an employer of choice in each of the markets we operate.”



David Grams  
Former CEO, Compassus

# Tech-Enabled. Advisory Focused.

## *Action Oriented.*

The value-proposition is clear and differentiated: an integrated capability set, a client insights portal, and a delivery infrastructure designed for fund-level relationships across a full portfolio — with consistency, pricing efficiency, and synergistic insights standalone engagements can't match.

### 01

#### Market Intelligence

Sector dynamics, competitive positioning, payer-mix shifts, patient flow patterns — calibrated to healthcare-specific signals so every strategy conversation rests on something firmer than opinion.

### 02

#### Strategy Development & Testing

A validated growth playbook your leadership team helps shape — pressure-tested against real market conditions, scenario-modeled, and de-risked before anyone executes against it.

### 03

#### Leadership Alignment & Activation

The activation layer no other firm provides. Leadership teams move from informed to aligned — oriented around the strategy, accountable to it, and capable of driving it through every level of the organization.



Clients

Leaders on a  
mission to make a  
*meaningful impact.*

# Respected executives, entrepreneurs, and investors from across *the healthcare ecosystem.*

We support visionary leaders on a mission to solve one of the most critical problems facing our generation – how to make the healthcare system work, better.

Organizations from across the healthcare ecosystem partner with FMG Leading to drive sustainable business results, solve complex problems, and deliver improved outcomes.

## SAMPLE CLIENTS



# In their *own words*:



“Taking on a private equity partner requires you to look at things a little bit differently - you have to keep up with the pace and upgrade your skills so you can make the best possible decisions. FMG Leading’s tools and resources helped us see forest through the trees, keeping us focused on the future through a strategic lens.”

- Jerome Parnell III, Vice Chairman and Founder, *ImmunoTek*



“I see FMG Leading as an extension of our board, our advisors, of our people leadership team to help pull together all the strategic components of our work, as well as helping us pull that strategy into action.”

- Kari O'Rourke, CEO, *Brightline*, former President, *Imagine Pediatrics*



“FMG Leading helps us create a roadmap for how a portfolio company is going to perform and help us develop a conversation that gives us alignment between private equity owners, the board, and the management team, to ensure we are all working together.”

- Eric Larson, Co-Founder and CEO, *Tilia Holdings*



“The strategic development capabilities FMG Leading brings to the table can truly help you and your executive team be more effective and lead rapid scale. I don't think we could have accomplished what we did, in such a short period of time, without having experienced thinkers and advisors guiding us.”

- Kevin Hannigan, CEO, *InflexionPoint*



“The transformation in just the first six months has been unbelievable. I've seen improvements in engagement, employee retention, and how our leaders are showing up in a way that's so much more impactful to our team. This helps us better drive our mission and focus on our KPIs, while staying true to who we are as an organization.”

- Claire Cunningham, CEO, *One World Surgery*



“The team at FMG Leading are extremely talented business partners; I trust them in a very rare way. They are a class act that understands value creation ... and the importance of culture, talent, and people in any such equation.”

- Michael Rucker, Operating Partner, *Triple Aim Partners*, former CEO, *Ivy Rehab*

# Translate strategy into *success*.

Test our integrated model on the strategy you're being asked to execute right now. Surface the intelligence. Pressure-test the playbook. Align the leadership team. See what an optimized, high-performance organization can actually deliver.

Schedule a conversation

 **FMG LEADING**

[WWW.FMGLEADING.COM](http://WWW.FMGLEADING.COM)

