



## Practice Growth & Operating Partner Platform

We don't just advise. We execute and grow your practice.

### WHO WE ARE

Fortuna Healthcare Consulting Services (FHCS) architects and builds the systems that run physician-led practices — combining strategy, operations, revenue cycle, staffing and AI-enabled automation into one accountable platform. We build and operate the business infrastructure behind the practice so physicians can focus on clinical care. Proven playbooks across Neurology, Cardiology, Primary Care / Internal Medicine, Psychiatry, Rheumatology and Urgent Care, backed by 25+ years of leading onshore and offshore healthcare operations teams of 30–50 people.

### THE FHCS 4-ENGINE GROWTH SYSTEM *Unlike consultants or RCM vendors, we operate as your embedded operating partner — we own execution with you.*

#### 1 BUSINESS GROWTH STRATEGY ENGINE

*Decide where the practice goes next*

- Market, competitive and referral-share analysis
- Expansion strategy: new locations and satellites
- Mergers, acquisitions and practice valuation
- Payor contract strategy and rate negotiation
- Pro forma modeling, capital and succession planning

**Outcome:** A practice that grows in value, not just revenue

#### 2 REVENUE GROWTH ENGINE

*Increase top-line revenue*

- Ancillary build-out: EEG, infusion, imaging
- RPM, CCM, PCM, TCM program development
- PCP & specialist referral network expansion
- Provider productivity and capacity optimization
- New service line ROI modeling and launch

**Outcome:** More revenue per patient, provider and location

#### 3 PROFIT OPTIMIZATION ENGINE

*Fix leakage, improve margin*

- End-to-end RCM oversight and vendor management
- AR reduction and denial management
- Collections acceleration and revenue integrity
- Cost and staffing model optimization
- KPI-driven financial reporting and dashboards

**Outcome:** Higher margins without adding workload

#### 4 OPERATIONS & AUTOMATION ENGINE

*Run the business efficiently*

- Front-office and RCM workflow automation
- Scheduling, prior auth, VOB and intake redesign
- Staff accountability and productivity systems
- EHR optimization (incl. eClinicalWorks)
- Daily / weekly performance dashboards

**Outcome:** Reduced chaos, scalable operations

### THE FIRST 90 DAYS

#### DAYS 1–30 Discovery and baseline

We analyze revenue, AR, denials, coding and referral flow, set the KPI baseline and quantify the gap between what you earn and what you collect.

#### DAYS 31–60 Build

Workflow and front-office redesign, coding and documentation standards, dashboard build, payor enrollment and credentialing cleanup, service line roadmap.

#### DAYS 61–90 Operate

Weekly cadence live with named owners, denial work at point of origin, AR escalation running, first new service line in motion, monthly reporting against target.

*Full capability detail is set out in the FHCS Services sheet.*

### TYPICAL OUTCOMES

*within 6–12 months*

**20–40%**

increase in collections

**15–25%**

reduction in AR

**10–20%**

gain in provider productivity

**1–3**

new revenue streams launched

**30–50%**

less administrative burden

### WHAT MAKES FHCS DIFFERENT

#### THE TRADITIONAL MODEL

- Consultants give advice and hand you a deck
- RCM companies focus only on billing
- Vendors operate in silos with no shared accountability

#### THE FHCS MODEL

- We architect and build the system — then stay and run it
- We integrate revenue, operations and strategy
- One partner. Full accountability. Measurable outcomes.

### HOW WE ENGAGE

#### 1 Discovery & Opportunity

##### Assessment

We assess revenue, operations and growth potential.

#### 2 Customized Growth Plan

A targeted execution roadmap built to your goals.

#### 3 Execution & Scale

We deploy systems, teams and leadership to deliver.

#### WHO WE WORK BEST WITH

- Physician groups at \$1M–\$10M+ revenue
- Practices looking to scale, expand or add locations
- Groups frustrated with RCM performance
- Physicians seeking operational relief and growth

**Engagement models:** Long-term operating partnership (MSO-style, without the complexity) • Fixed + performance-based • Revenue-share. **We grow when you grow.**