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## **New Innovator's Studio Project to Focus on the Transformation of Marketing in the Health Industry**

**Norfolk, VA** – The Innovator's Studio™ is launching its first Strategy Innovation Network for chief marketing and strategy officers of leading healthcare organizations. This invitational forum will convene to advance the practice of competitive market strategy for health systems preparing to meet new competitive challenges driven by enhanced consumerism and changing economics in the health industry.

"There needs to be a transformative leap in the discipline of marketing as a core business competency for healthcare organizations," said Karen Corrigan, Chief Executive Officer of The Strategy Group and founder of the Innovator's Studio. "The underlying basis for competition in the health industry is rapidly evolving; we're witnessing a growing force of venture entrepreneurs preparing to face off with traditional provider systems to better meet the new and changing demands of the marketplace."

"The commoditization and disintermediation of core clinical services, entry of big brands to the provider marketplace, integration of specialists into health system structures, dissolution of geographic boundaries, and proliferation of niche services are clear signals of an industry restructuring," said Corrigan. "We're quickly approaching that point at which organizations either embrace new, innovative approaches to the market or risk becoming irrelevant."

The Innovator's Studio is a collaborative incubator for market-leading health systems seeking to create competitive advantage through value innovation. Created by The Strategy Group™, a leading consultancy on competitive strategy in the health industry, the Innovator's Studio provides healthcare leaders with a pioneering model, disciplined process and collaborative environment in which to develop deep insights into emerging trends, cultivate new ideas, and bring value-creating innovations to market.

"The Chief Marketing Officers Strategy Innovation Network will focus on framing the 'new agenda' for marketing as a discipline to drive innovation and growth," said Amy Scherzinger, director of Innovation and Insight for the Innovator's Studio. Ms. Scherzinger brings to the Innovator's Studio experience in competitive market strategy from brand powerhouse Proctor and Gamble, where she lead brand futures and innovation research for P&G's global baby care division, and Nestlé USA, where she assisted in the re-launch of a sub-brand of the \$1 billion Stouffer's brand, and later established a structure and process to accelerate product innovation.

“One of the more exciting features of the Innovator's Studio,” said Scherzinger, “is that participants will work with and learn from researchers, marketing strategists, brand experts and product innovators from industry leading organizations inside and outside the health industry. We can accelerate our learnings about competitive consumer markets from businesses that have been competing in that arena for many years.”

**The first working session of the Chief Marketing Officer's Strategy Innovation Network will be held November 12 – 13 at The Catalyst Ranch in Chicago, Illinois. Guest catalysts include:**

- Kent Seltman, Senior Marketing Consultant for the world-renowned Mayo Clinic. For nearly 15 years Seltman served as Chair of the Marketing Division for Mayo Clinic where he and his staff performed most of the primary market research for Mayo Clinic and used that data as the basis of marketing plans, strategic initiatives, and quality improvement. In addition, he was one of the key drivers for strategic brand management at Mayo Clinic. In 1997, he became the Founding Leader of the Brand Team that provided day by day oversight of the brand as well as brand consultation, brand education and brand-related research. Currently, Seltman is co-authoring a book on the durability of the Mayo Clinic brand and lessons that general business and healthcare leaders can learn from Mayo Clinic's century of sustained business success and clinical leadership.
- Rob Horton, Director of Marketing for Innovation and Specialist Brands at ICI Paints, the world leader in architectural coatings. Rob will join the Network to offer insights and facilitate discussion on the creation of new markets and revenue growth streams. At ICI Paints Mr. Horton oversees the Ralph Lauren paint brand, among others. His 17 years experience in brand management, brand positioning, brand strategy, segmentation and innovation strategy also includes work at Coca Cola and Nestlé USA.

The Network will produce specific deliverables such as research summaries, assessment tools, white papers, peer networking, case studies and action frameworks to support participants' rapid adoption of leading edge strategies and practices inside their organizations. Additional Strategy Innovation Networks are forming around the following projects:

- eTransformation: Leveraging Disruptive Technology Strategies
- The Retail Restructuring of Healthcare: Opportunities for Innovation and Growth
- Value Innovators: Creating the Capabilities, Competencies and Culture to Support Innovation
- Brand Mastery in Competitive Consumer Markets
- eMarketing: Creating Markets through New Channels and New Media

Healthcare executives interested in learning more about the Innovator's Studio should contact Carla Bryant, Senior Vice President, at (757) 640-8515 or [bryant@thestrategygroup.com](mailto:bryant@thestrategygroup.com).

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*The **Innovator's Studio**™ is a collaborative incubator for market-leading health systems seeking to create competitive advantage through value innovation. A subsidiary of **The Strategy Group**™ (www.thestrategygroup.com), a management consultancy specializing in competitive strategy in the health industry, the Innovator's Studio provides a living laboratory where health industry leaders engage in cutting edge research and innovation to bring revolutionary ideas to market.*