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The Strategy Group Announces New Innovator's Studio Strategy Intensive

Norfolk, VA – The Strategy Group™ announces the launch of its first 2007 Innovator's Studio™ Strategy Intensive, "Retail Medicine: Generating Revenue through New Channels."

The Innovator's Studio is The Strategy Group's collaborative incubator for market-leading hospitals and health systems seeking to create competitive advantage by identifying and capturing uncontested market space – a process known as "value innovation." The Studio provides non-competing organizations a pioneering model and collaborative environment in which to convert ideas into viable, valuable business concepts.

Strategy Intensives are one-year, multi-client consulting engagements where senior executives from 10-15 market-leading, non-competing hospitals or health systems collaborate in a hands-on value innovation laboratory around a given topic.

"Strategy Intensives are a unique concept within the healthcare industry. This multi-client consulting engagement model optimizes organizations' innovation efforts, provides a framework for innovation, and rapidly accelerates an organization's ability to deliver new, consumer-tested, value-producing products and concepts to the market," said Carla Bryant, Senior Vice President of The Strategy Group.

The "Retail Medicine: Generating Revenue through New Channels" Strategy Intensive will help participants understand how new business models and delivery channels are altering the traditional marketplace and build a business platform for their organizations to capitalize on this emerging trend.

Recently The Strategy Group's business partner Market Strategies, Inc. announced key findings from its "2007 MSI Retail Clinics Revolution"-- the largest national study ever conducted among current and potential users of retail clinics. Retail Medicine Strategy Intensive participants will have total access to this landmark, proprietary research.

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Retail Medicine Strategy Intensive
Page two

Strategy Intensive participants will meet and work together during four concentrated onsite sessions and three webcast meetings. Participants will benefit from:

- a deep understanding of unmet market opportunities in retail medicine through original primary research and deep secondary research
- insights into potential services and products through onsite “Consumer Connect” workshops which engage consumers real-time to test the business concepts being explored
- quantitative research to evaluate the viability of their new product or concept
- unique, customized innovation business platforms ready for immediate implementation upon conclusion of the Intensive to drive retail revenue within their organization
- ongoing support from Innovator’s Studio faculty including an onsite consulting visit
- a portfolio of their peers’ tested innovation concepts and business platforms for possible future implementation within their organization

Strategy Intensives will be led by faculty and advisors that have considerable experience in product development and strategy in the healthcare and consumer packaged goods industries, working with leading-edge innovation organizations like Proctor & Gamble, Nestle, Yahoo, and Bristol-Meyers Squibb.

The first session of the Retail Medicine Strategy Intensive will be held June 14-15 at the Catalyst Ranch in Chicago. Executives interested in learning more about, and registering for, the Retail Medicine Strategy Intensive should contact The Strategy Group’s Senior Vice President, Carla Bryant at (757) 640-8515 or bryant@thestrategygroup.com. Future Strategy Intensives include: “The Future of Primary Care: Evolution or Revolution?” in September 2007, and “Generation Next: Building Healthcare Markets with the Gen X & Gen Y Cohorts” in January 2008.

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The Strategy Group™ (www.thestrategygroup.com) is a management consultancy specializing in competitive strategy and value innovation in the health industry.