



Estimation of Revenue Impact of Growth (Inorganic Scaling)

Patient Engagement Solutions Company

- Built a model to estimate the annual incremental revenue for a given increase in the network size.
- Identified growth potential across different segments of the current network and quantified the revenue impact of growth across the segments.

Analyzing Revenue Impact of Inorganic Growth For a Patient Engagement Company

Estimation of Revenue Impact of Growth (Inorganic Scaling)

Situation

- The client wanted to understand the growth potential and revenue impact of inorganic network expansion across different client segments.
- Partnered with the client to build a robust analytical model to quantify revenue impact of inorganic expansion based on overall network, client segment and product line growth scenarios.

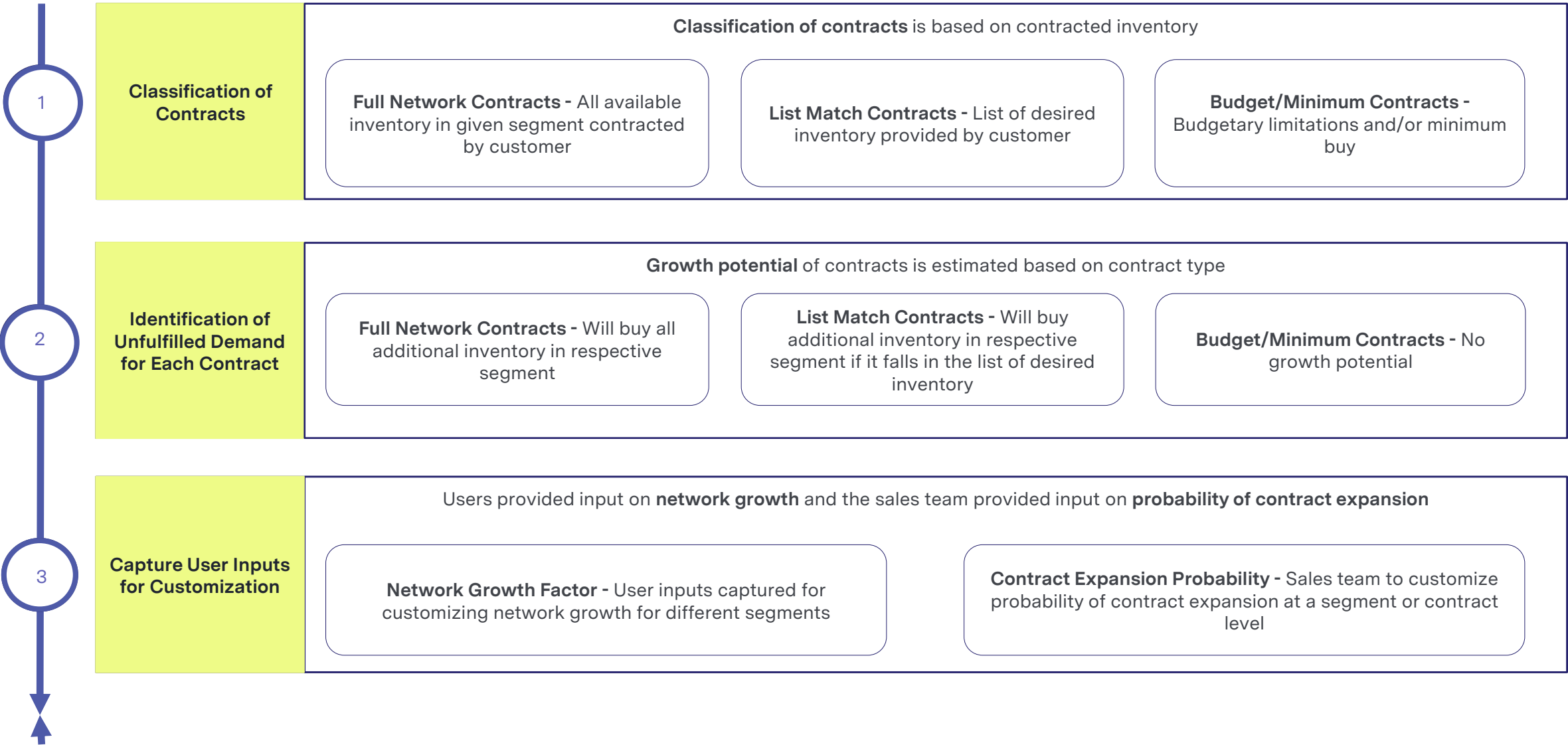
Accordion Value Add

- Developed a bottoms-up financial model to estimate revenue impact from inorganic expansion based on contract type and client segment.
- Helped identify product line segments with high revenue growth opportunities for potential network expansion.
- Provided flexibility for end users, including the sales team, to customize contract expansion probability based on specific customers or specialties sales insights.
- Created a standardized repository of contract information by consolidating data from multiple sources to facilitate additional analytical models.

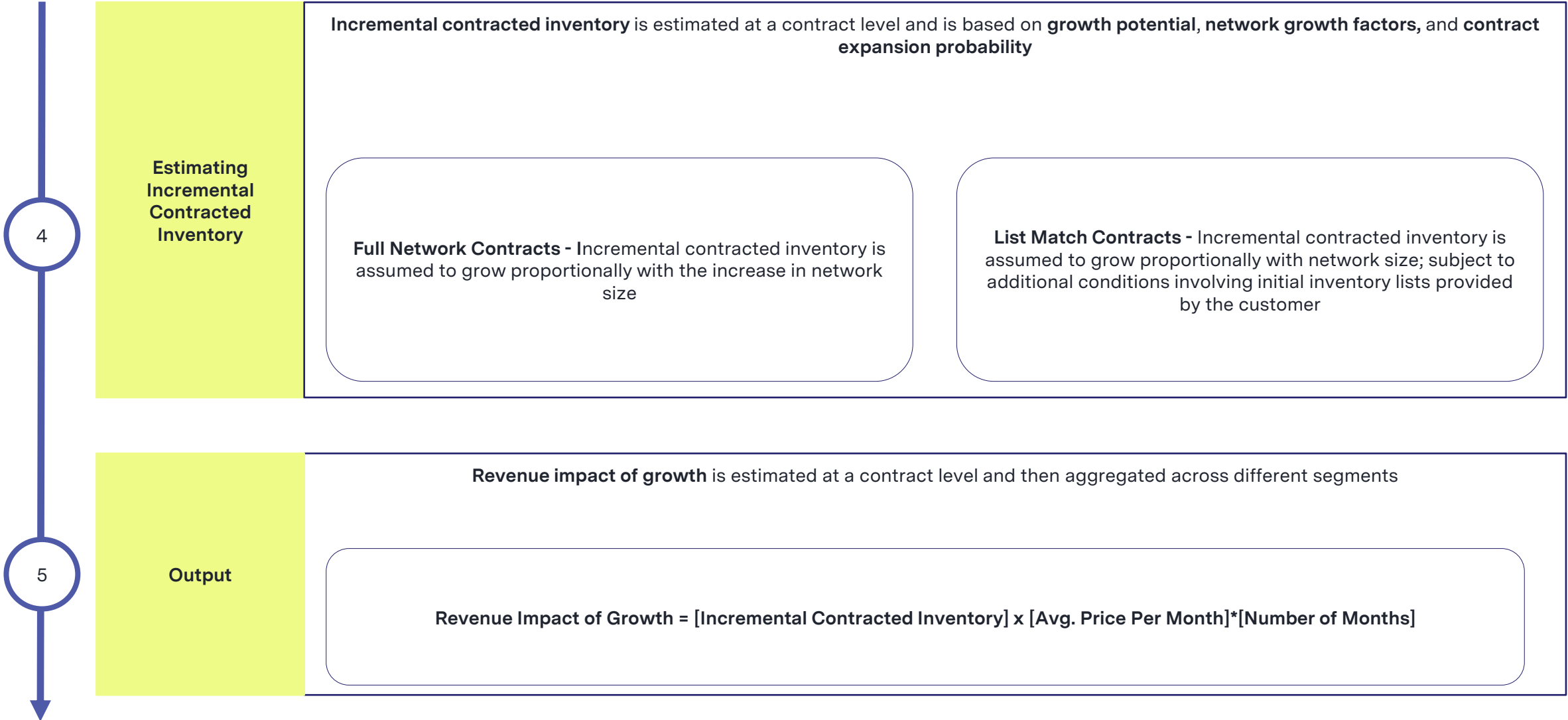
Impact

- The incremental revenue estimates based on different network growth scenarios helped make critical decisions in post acquisition planning and financial projections.
- The revenue impact model helped the client identify optimal network growth for different segments of the network.

Model Approach and Methodology (1/2)



Model Approach and Methodology (2/2)



Data Consolidation: A single source of data was missing. Gathering data gathering from multiple sources to establish a standard repository was a key challenge.