



## RESNICK STRATEGY

RESNICK STRATEGY is a healthcare advisory firm providing practical, actionable C-Suite counsel to help strengthen enterprise strategy, amplify brand positioning, extend marketing investments, and enhance customer engagement. Client experience crosses the healthcare payer, provider and health technology landscape. Using a *'tell it like we see it'* approach, services are client-tailored, grounded in market reality, and without constraint of internal politics allowing clients to make more informed, smarter decisions.

### WHAT WE DO

Success in transformative, threatened markets requires an ability to continually reassess and rethink strategic direction. Successful executives must anticipate and absorb change, swiftly generate strategic insights, and execute with deliberate yet sequenced speed. Accomplishing this calls for challenging institutional bias, breaking down silos, and forcing internal debate around longstanding approaches to market opportunities.

### HOW WE DO IT

For health plans, providers of care and health technology companies the power to create a vision of what your business is going to be tomorrow is the only way it's going to exist tomorrow. Disciplined strategy is the futurity of today's decisions. It draws on customer insight, hones-in on critical factors for success (*or failure*), validates operating assumptions, and asks *and answers* tough, introspective questions.

#### STRATEGY

- Market Assessment
- Opportunity Definition
- Readiness Planning

#### ENTERPRISE

- Merger & Acquisition
- Partner Selection
- Mentoring & Coaching

#### MARKETING

- Brand Narrative
- Direct Response
- Customer Experience

#### BUSINESS DEVELOPMENT

- Lead Generation
- B2C & B2B Growth
- Sales Integration

### WHAT'S IN IT FOR YOU

Unpredictable, often disorienting market conditions require a renewed, fresh focus on core business strategies. Urgency is demanded. Strategy matters. The outcome of strategic clarity is enterprise-wide confidence around where your company needs to be and how to get there: an insight driven roadmap for navigating into the future. Be agile. Be relevant. Be actionable.

#### **Lindsay R. Resnick**

Lindsay is recognized leader in healthcare and insurance. Areas of focus includes strategic counsel, consumer insights, multi-channel marketing, business development and competitive intelligence. Expertise spans business drivers influencing the healthcare payer, provider and technology landscape.

Lindsay has held senior executive roles at Weber Shandwick's ReviveHealth, WPP's Wunderman Health, Gorman Health Group, Healthmarket, and Celtic Life Insurance. Early career experience included Blue Cross Blue Shield Association and Massachusetts Department of Public Health.

Lindsay has a Masters in Health Administration from Washington University in St. Louis and a Bachelor of Science in Business Administration from Northeastern University in Boston. He is a frequent speaker, blogger and author on topics in healthcare, insurance, marketing and strategy.