

Case Study: Growth Strategy Report for a National Senior Care Group

Client Type: Senior Care Provider

Project Focus: Market Positioning and Strategic Site Selection for Expansion

Project Overview

A national senior care provider engaged StrideArc to develop a Growth Strategy Report (GSR) to guide their expansion efforts with clarity and precision. The GSR aimed to provide a comprehensive, data-backed roadmap for growth, assessing the client's existing property portfolio and identifying high-potential markets. By delivering strategic insights, StrideArc equipped the client to make informed, cost-effective investment decisions, optimizing both their time and resources.

Challenges

- **Uncertainty in Property Profitability:** The client needed clarity on which properties within their portfolio were most profitable when viewed independently of operational factors to make targeted reinvestment decisions that would yield the highest returns.
- **Lack of Market Insights for Expansion:** To support effective growth, the client required a nuanced market analysis that could highlight regions with strong senior care demand, including factors such as senior population growth and healthcare infrastructure.
- **Unclear Expansion Feasibility:** The provider was uncertain about which expansion model—ownership, sale-leaseback, or build-out—would offer the best financial return, requiring an evaluation of each option's potential impact on their bottom line.
- **Need for a Streamlined Site Selection Process:** As they looked to expand, the client required a standardized, efficient process for evaluating new sites, reducing the time and cost associated with due diligence while ensuring that each potential location met senior care-specific standards.

Innovative Solutions

StrideArc developed a custom Growth Strategy Report that directly addressed each challenge, prioritizing efficient, data-driven decision-making to save the client time and resources:

- **Financial Review:** StrideArc conducted an in-depth analysis of the senior care group's property portfolio, isolating high-return assets by removing operational influences from the profitability metrics. This review allowed the client to quickly identify and prioritize the most valuable properties, focusing reinvestment on locations with the highest financial impact.
- **Targeted Market Analysis:** The GSR provided insights into senior demographics, local consumer behaviors, and competitive dynamics, producing a profile of high-potential areas for expansion. By zeroing in on regions with strong senior care demand, StrideArc enabled

the client to save time by immediately identifying markets primed for success, reducing risk and maximizing the return on their expansion efforts.

- **Feasibility Study of Expansion Models:** StrideArc compared the financial projections for ownership, sale-leaseback, and rental build-out models, providing a flexible framework that empowered the client to make growth decisions based on market conditions. This approach ensured that resources were allocated to the most cost-effective model, aligning each investment with the client's financial goals.
- **Site Analysis Guide:** A comprehensive Site Analysis Guide was developed to streamline site selection, featuring practical steps and checklists for pre-acquisition assessments. This guide included criteria essential to senior care, such as environmental and soil assessments, budgeting considerations, and regulatory compliance, allowing the client to save both time and money by conducting due diligence efficiently and consistently.

Execution

StrideArc worked closely with the senior care group's management team to ensure that the GSR aligned with their strategic objectives. By structuring the report for easy reference, StrideArc provided a tool that facilitated quick, informed decision-making at all levels of the organization. The GSR's organized format enabled the client to apply insights without delay, saving time on internal approvals and coordination, and accelerating their path to growth.

Results

The Growth Strategy Report delivered significant value to the client, enabling data-driven, cost-effective expansion with clear time and money savings:

- By identifying the most profitable properties, the client could make reinvestment decisions quickly and confidently, focusing on assets that maximized their ROI.
- The targeted market analysis pinpointed regions with the highest senior care demand, allowing the client to enter new markets with reduced risk and greater efficiency, shortening the time required for initial market research.
- The feasibility study's comparative analysis of expansion models provided flexibility, enabling the client to adjust to market changes while preserving financial stability and minimizing investment risk.
- The Site Analysis Guide standardized the due diligence process, reducing the time required for site evaluations and decreasing associated costs by ensuring that only sites meeting rigorous senior care standards were considered.

Key Takeaways

StrideArc's Growth Strategy Report proved invaluable by delivering a precise, actionable framework for growth that minimized costs and expedited decision-making. By aligning their property investments with market demand and optimizing site selection, the client gained a significant competitive advantage. In a highly regulated, competitive industry like senior care, the GSR

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empowered the client to expand with efficiency, confidence, and strategic insight, ensuring sustainable growth with measurable savings in both time and money.

- **Enhanced Decision-Making Efficiency:** The GSR's data-backed insights enabled the client to quickly assess property performance, prioritize reinvestment, and pursue growth with minimal delay.
- **Time and Cost Savings in Market Expansion:** Focused analysis of high-demand regions minimized risk and positioned the client for success in the most promising markets, accelerating entry into new areas and reducing the need for extensive initial research.
- **Adaptable Growth Strategy:** The comparative study of expansion models allowed the client to pursue the most financially sound approach, saving money by allocating resources effectively.
- **Streamlined Site Selection Process:** The Site Analysis Guide enabled consistent, efficient evaluations of potential sites, reducing due diligence costs and ensuring adherence to industry standards.