



New Ideas, New Opportunities... and New Risks

To succeed, you must identify and mitigate emerging regulatory trends as an integral part of your business strategy.

Success Relies on You Seeing What's Coming

Hockey legend Wayne Gretzky told the secret of his success: "I skate to where the puck is going to be, not where it has been."

Health care involves a phalanx of agencies and a spiderweb of rules and regulations in an ensconced policymaking regime. They put the puck in play. But it's not enough to comply with current regs. That's where the puck is today.

You need to anticipate emerging risks and opportunities. That requires keen foresight of regulatory, economic, and political developments six months, a year, 18-24 months out. That's how your health care business can skate to where the puck is going.

ELITE Strategic Services develops the kind of information, based on tailored research and analysis, that yields customized strategies so you can skate the right direction.

That way, you'll mitigate risks, capitalize on new opportunities, reduce your costs, get to market sooner, and beat the competition. In short, we point you where the puck is heading.

ELITE Strategic Services: *Moving Your Business Forward!*

Services offered:

- Regulatory risk assessment and risk mitigation
- Strategic advice
- Research and analysis
- Business development
- Special projects
- Public policy

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ELITE STRATEGIC SERVICES

QUALITY • EXPERIENCE • INTEGRITY



Washington adds costs to your bottom line and delays to your plans.

Medical technology is converging. So Congress and regulators are rushing to control all this health care innovation. Coming changes from Congress, the FDA, CMS, the Patent and Trademark Office, federal budget cuts, and the courts could drag your business timeline, wreck your pricing and reimbursement strategy, and swell your costs.

Remove uncertainty. Succeed.

ELITE IDENTIFIES EMERGING HEALTH POLICY RISKS AND OPPORTUNITIES.

Our insights enable you to anticipate Washington changes that could slam your strategy and bottom line.

ELITE'S CUSTOM-MADE, INSIGHTFUL STRATEGIES IMPROVE YOUR BUSINESS PLANS.

And well-founded business strategies improve your odds of success — faster to market, better pricing strategy, lower regulatory costs, higher revenues.

As a strategic advisor, **ELITE Strategic Services** crafts customized solutions designed to enhance your business strategy. Your goals, plans, and timeline inform our work from the start. That makes our advice more actionable. Anticipating and acting on emerging policy trends enables better risk mitigation and adds to your bottom line. We take you beyond compliance and guesswork, bringing specifically developed information into your inner circle.

OUR SERVICES COMBINE PART INTELLIGENCE ANALYST, PART RESEARCH GEEK, PART LOBBYING STRATEGIST, AND PART BUSINESS PLANNER.

Call us at **(202) 329-1244** or visit **www.ELITEStrat.com**
to learn how we can benefit you.

“Helped me achieve better results and grow my business”

Heudia Health

“Knowledgeable, highly professional, unfailingly courteous, unflappable and dogged in pursuit of our objectives”

Intellectual Ventures

“His strategic insights, counsel, and professionalism have tangibly advanced the interests of some of America’s most innovative, important health care firms”

American Clinical Laboratory Association

JAMES EDWARDS, Founder and CEO of ELITE Strategic Services, has consulted for nearly two decades, developing a reputation for long-term client relationships, superior customer satisfaction, and strategic innovation. His background in health and intellectual property policy and federal affairs makes Edwards a valued team member. Edwards’s experience includes entrepreneur, association executive, and legislative aide. He has founded, led, advised, or mentored more than 60 companies and organizations. Co-Director of the Inventor’s Project and Mentor with the accelerator 1776, Edwards received his Ph.D. from the University of Tennessee.

