

## YOUR CONCERNS

Consider Central IQ if your company's financial and competitive performance is limited by:

- Difficulty retaining customers, growing key accounts, and securing new business;
- Inadequate alignment between urgent priorities of premium customers and your current solutions; or
- Failure of existing operations and offerings to keep up with rising customer expectations.

## OUR SOLUTIONS

We measurably improve your company's performance by:

- Identifying the challenges that cause customers and prospects such intense pain that they aggressively seek new solutions—even if they must pay a premium;
- Enhancing your solutions to generate measurable improvements in your customers' financial and competitive performance; and
- Refining your operations to support exceptional levels of customer satisfaction—all while optimizing your company's return-on-investment (ROI).

## WHAT YOU GET

Our team delivers:

- Revenue growth, resulting from a superior understanding of the marketplace, plus value-based and market-tested sales and delivery methodologies;
- Higher-value customers, resulting from a market-validated solution roadmap, plus hands-on support with solution enhancements.
- Improved earnings, resulting from an improved and internally vetted operating plan, plus hands-on support with business-process reengineering.

## HOW YOU BENEFIT

You get the improved performance you need in today's challenging economy:

- Revenue-development models, tactics, and initiatives that quickly increase sales, build brand awareness, and improve your return on SG&A expenditures;
- Critical insight on which markets, solutions, and relationships to get into (or out of) to increase earnings and competitiveness; and
- Corporate audits, forecasts, and strategies that optimize resource-allocation decisions and enhance business processes, margins, and returns now and for years to come.

**If you're a decision maker committed to action and results, call today: 813-920-4001.**

## ABOUT US

**Central IQ helps results-minded decision makers characterize, quantify, and capture new revenue opportunities** in lucrative and fast-growing convergence markets, where disruptive technologies, industries, or events impact the health, education, and social-service sectors—radically changing the rules of engagement and delivering dramatically improved competitiveness, scalability, and earnings. We are ideal partners for highly demanding business leaders who are comfortable taking intelligent and calculated risks to secure upside potential, and who have far-reaching aspirations or growing concerns around (1) sales revenues, operating margins, and earnings; (2) mission-critical projects and initiatives; and/or (3) brand equity and competitiveness.

**Our services improve revenues, operating efficiencies, and the bottom-line** by enhancing the alignment between clients' resource-allocation decisions and the market's most compelling needs. With more purposeful and effective action, client performance surges, resulting in earnings jumpstarts and turnarounds. This approach has the added benefit of compressing the time to favorable equity and liquidity events, when those are on the horizon (e.g., capital allocations and infusions, earnings growth, share price improvements, share buybacks, stock splits, spinoffs, and M&A events).

**Our specialty is helping clients capitalize on the lucrative and fast-growing revenue opportunities where markets collide.** These *convergence markets* are highly disruptive. They dramatically shift what end-users want. And they create a solid foothold from which our clients can preempt competitors and gain ground as market-leaders. With a deeper understanding of these points-of-convergence and how to benefit from them, our clients are able to leverage market trends and resources that competitors overlook or undervalue—ultimately changing the rules of the game.

**Our support is always results-driving**, and it ranges from hands-on to analytical. For example, some decision makers prefer on-site, hands-on working sessions, where we quickly (1) compile “tribal knowledge” from opinion-leaders and subject-matter experts, (2) derive critical insight to support better decision-making, and (3) get work teams rallied around the MUST DOs. Other decision makers want more analytical help, such as executive-ready reports generated off-site, that help them (1) target and troubleshoot, (2) plan and forecast, or (3) scale up and outperform:

### Industry-Analysis Services

Porter's Five Forces & SWOT Analyses  
Value-Chain & Supply-Chain Maps  
Product, Service, & Solution Characterizations

### Strategic-Planning Services

Situation Troubleshooting & Scenario Analyses  
Financial Analyses & Forecasts (NPV/ROI)  
Business Plan, System, & Process Development

### Business-Development Services

Value-Proposition Design & Testing  
Pilot-Program & Case-Study Development  
Revenue Jumpstart & Scaleup Initiatives

Our industry and market studies support decisions about which industries, markets, companies, products, services, and strategic relationships to pursue or reject to enhance competitiveness and earnings. Our corporate audits, financial forecasts, and operating plans optimize resource-allocation decisions, improving business processes, margins, and returns. Our revenue-development strategies, pilot programs, and early-stage sales pipelines reduce SG&A expenses, build brand awareness, and enhance sales.

Understanding your company's unique circumstances, capabilities, and market opportunities, we can:

- ✓ **Assess** your organization's positioning, competencies, and solutions in relation to pressing market needs;
- ✓ **Align** your strategies with key success drivers in the marketplace to help increase demand for your offerings;
- ✓ **Adapt** your policies, structures, systems, processes, procedures, standards, and practices to better serve the market;
- ✓ **Add Value** through market-leading demonstration projects, to help you achieve proof-of-concept;
- ✓ **Advocate**, through value-based selling, the superior benefits your solutions provide;
- ✓ **Augment** your capabilities, enhancing your performance with enabling technologies, training, and talent; and
- ✓ **Accelerate** your revenue growth, while optimizing resource-allocation decisions, to improve earnings.

**If you're an action- and results-oriented decision maker, call today: 813-920-4001.**

## OUR CLIENTS

Central IQ's project directors and subject-matter experts have worked together for many years, focusing on fast-growing markets' points-of-convergence with disruptive industries, technologies, and events. Our team leaders have helped jumpstart and turn around the performance of world-class multinationals, niche market-leaders, not-for-profits, and young companies struggling to build or manage initial revenues and earnings:

- ABC Coding Solutions (Alternative Link, Inc.)
- Advanced Cardiovascular Systems, Inc.
- Affinity eSolutions
- Alpha Therapeutic Corporation
- American Association of Blood Banks
- American Home Products (Wyeth, Pre-Pfizer)
  - Immunex / Lederle Laboratories / Lederle-Praxis
- American Red Cross (ARC)
- AmerisourceBergen Corporation
- Amgen Inc.
- Amylin Pharmaceuticals, Inc.
- AstraZeneca International
- Baxter Healthcare Corporation
- BayCare Health System / Morton Plant Mease Health Care
- Bayer USA / Miles Inc. / Cutter Laboratories
- BetrLife Corporation
- Biomedical Business International
- Blue Cross and Blue Shield of South Carolina
- Boehringer Mannheim
- Bristol-Myers Squibb Company
- The Claremont Colleges
  - School of Information Systems and Technology (CGU / SISAT)
  - Kay Center for E-Health Research
  - Institute for Performance with Advanced Technologies for Health and Education (i-PATHE)
  - Network Convergence Lab (NCL)
  - Peter F. Drucker and Masatoshi Ito Graduate School of Management
  - Pitzer College
- COBE / BCT (CaridianBCT)
- Compass Group / Morrison Management Specialists
- Cortex Pharmaceuticals, Inc.
- CTI Energy Services, Inc.
- Edison Health Innovations / ChiroCode Institute
- Eli Lilly and Company
- Enable-IT Resources, Inc.
- Enzon Pharmaceuticals, Inc.
- Foarm, Inc. (Polo Custom Products)
- Global Advances in Health and Medicine LLC
- Global Business Research
- HealthFocus International
- HealthIQ, Inc.
- Huntington Hospital
- IMED Corporation (Alaris Medical Systems)
- Immune Deficiency Foundation
- Innofusion Corporation
- Integrated Mechanical Care
- Institute for International Research
- Interfasys, LLC
- International Business Communications
- Ioptex Research Inc. (Smith & Nephew)
- The Irvine Company
- Johnson & Johnson
  - Ethicon, Inc.
  - Iolab Corporation
  - Ortho Biotech Inc.
- Lawson Marketing Group
- Manhattan Associates
- McKesson Corporation
- Medical Data International (IHS Health Group)
- Medical Marketing Association
- Medical Systems Review (Sterling and Grace eCapital Ventures)
- Medicaid & Medicare Plus Programs
- Medtronic, Inc.
- Merck and Co., Inc.
- National Contracts Inc. (NCI)
  - IDN Summit & Expo
  - NCI Consulting Group
- National Gaucher Foundation
- National Hemophilia Foundation
- National Organization for Rare Disorders (NORD)
- Neoforma, Inc (GHX)
- Norwich-Eaton Pharmaceuticals (P&G Pharmaceuticals)
- Novamatrix Medical Systems, Inc.
- Novo Nordisk
- Penn State Hershey Medical Center
- Pfizer Inc.
- Philips Medical Systems / Philips Healthcare
- The Purdue Frederick Company
- Quantum Health Resources
- Respirationics, Inc.
- Rhone-Poulenc Rorer Inc.
- Roche Group (F. Hoffmann-La Roche Ltd)
- Sanofi Winthrop (Sanofi-Aventis)
- Schering-Plough Corporation
- SmithKline Beecham (GlaxoSmithKline)
- Technology Ventures Corporation (Lockheed Martin)
- Titus Sports Academy
- University of California
  - University of California, Irvine (UCI)
  - University of California, Los Angeles (UCLA)
- VeriFone
- VisionLink LLC
- VPMR LLC (Verispan Primary Market Research Division)
- WebMD
- XPEDX (International Paper Company)

## MANAGING PARTNER

### **Synthia Laura Molina**

Synthia is a tech-savvy earnings-driver with proven ability to jumpstart sales revenues, operating efficiencies, and competitiveness through breakthrough innovation, corporate-performance optimization, and preemptive market leadership. Her analytical capabilities, hands-on approach, and empowering management style lead to financial windfalls for executive teams and socioeconomic gains for the communities they serve. She has served as Head of Special Projects for more than a dozen brand-name multinationals, a Managing Director and Advisor for world-class non-profits, and a Partner and Principal in five consulting firms (three co-owned and grown for acquisition). Her broad-based experiences translate to extreme proficiency across market conditions and organizational settings.

As a world-class strategist, Cynthia offers demonstrated success leapfrogging best practices to establish new gold standards in quality and value-delivery. She has (1) vast knowledge of the health, education, and social-service sectors, (2) broad and deep cross-functional expertise, and (3) the capacity to inspire unsurpassed performance across organizational levels and personality types. As a high-stakes decision maker and metrics-driven turnaround expert, she has built an exceptional track record of saving organizations and initiatives on the verge of failure by (1) focusing on key performance indicators (KPIs), (2) aligning corporate and product development strategies with game-changing market trends, and (3) leveraging insight and resources that competitors have overlooked or undervalued.

Synthia has overseen mission-critical industry-analysis, strategic-planning, and business-development initiatives; and she has helped a broad range of health, education, and social-service organizations lead rapidly evolving “convergence markets” where markets collide with disruptive forces (e.g., breakthrough technologies, new industries, and game-changing events).

Her market-development, corporate-development, and product-development expertise evolved through progressive positions in the laboratory sciences (chemistry and microbiology), quality control, quality assurance, clinical affairs, regulatory affairs, R&D, intellectual-property (IP) development, marketing research, strategic marketing, product development, product management, marketing management, marketing communications, consultative selling, VIP selling, sales management, business development, operations management, training and organizational development, financial forecasting, PMO initiatives, strategic planning, fundraising, investor relations, and various C-Suite roles.

As a consultant, she has served as a portfolio optimizer, scalability expert, and project director for 17 of the Top 25 biopharma/medtech companies worldwide (e.g., Abbott, Amgen, AstraZeneca, Aventis, Bayer, Boehringer, Bristol-Myers Squibb, Eli Lilly, GlaxoSmithKline, Johnson & Johnson, Merck, Novo Nordisk, Pfizer, Roche, Sanofi, Schering-Plough, Wyeth); more than a dozen early-stage trendsetters (e.g., Enzon, Manhattan Associates, WebMD); and others (e.g., Advanced Cardiovascular Systems, American Red Cross, AmerisourceBergen, BayCare Health System, BettrLife, Compass Group, Global Advances in Health and Medicine, HealthFocus International, IDN Summit & Expo, Medical Data International, Philips Medical Systems, and Quantum Health Resources).

Through program and project management roles, Cynthia has gained expertise in leadership education, management consulting, publishing, broadcasting, digital technologies, mobile apps, software-as-a-service solutions, social-media initiatives, health-related data standards, health information technology, healthcare supply-chain management, pharmaceuticals, biologics, implantable medical devices, med/surg supplies, healthy foods, dietary supplements, functional foods and beverages, prepackaged therapeutic meals, medical foods, pharmaco-nutrigenomic foods, ready-meal and diet-meal home-delivery services, next-generation food services, nutrition and community-care programs, home- and community-based services (e.g., 211), prevention and wellness programs, disease-management programs, government-sponsored and consumer-driven health plans, group purchasing organizations (GPOs), integrated delivery networks (IDNs), hospitals and health systems, home healthcare, senior living and long-term care, complementary and alternative medicine, emergency preparedness, and disaster response.

An effective team builder and corporate evangelist, Synthia has led work teams in initiatives associated with website reengineering, social-media campaigns, information clearinghouses, intelligent portals, knowledge management systems (KMSs), industry-acceleration engines (IAEs), alliance-building, network-development, key opinion-leader (KOL) and subject-matter expert (SME) recruiting, curricula and course development, pilot programs and case studies, market seeding and new market entry, conferences and symposia, online broadcasting innovations, new trade journals and scholarly medical journals, executive and management training programs, and professional and organizational development campaigns.

In the early 2000s, as CEO of ABC Coding Solutions, Synthia repositioned and repackaged the company's intellectual property (IP) and secured Federal review of the company as the national standard-setting organization for HIPAA-compliant codes representing allied and public health, nursing, complementary and alternative medicine, and other integrative healthcare practices.

In the mid-1990s, she directed the Drucker MBA program at The Claremont Colleges, created a scalable knowledge franchise, and (working with Peter F. Drucker and others) helped the Drucker School achieve even greater national prominence among management-education programs.

In the early 1990s, Synthia served as Director of Marketing Research, Vice President of Industry and Business Development, and a Corporate Director and Partner for HealthIQ/Reimbursement Dynamics, a reimbursement-strategy, health-economics, and industry-intelligence firm subsequently acquired by Elsevier, a leading healthcare-publishing house.

Synthia's IP-development work led to dozens of publications and public-speaking engagements. Her mastery of information clearinghouses (ICs), knowledge-management systems (KMSs), and IP commercialization supported the progressive repackaging of IP into market-leading and then replicable executive-education and consulting projects, originating with tier-one biopharmaceutical and medical-device companies.

In the late 1980s, she was hired to resolve an international crisis with nine-figure financial implications for Baxter International and the American Red Cross. The crisis centered on several life-saving biological-product lines contaminated with HIV and Hepatitis-tainted blood components. Synthia was accountable for root-cause analysis, product dispositioning and recall management, and quality-systems reengineering—the latter involving large scale reeducation of personnel in areas ranging from new-product development to manufacturing, marketing, and distribution.

In the mid-1980s, Synthia co-led a regulatory-affairs, quality-systems, and new-product development turnaround for Ioptex Research, Inc., to support its acquisition by Smith & Nephew. In this role, she was responsible for quality-systems design, QA/QC-curriculum development and training, business-process optimization, and FDA approvals. She co-designed the Company's Quality Manual, and she wrote more than 100 standard operating procedures, dozens of validation and qualification protocols, and scores of FDA communications and submissions, resulting in favorable FDA relations and unprecedented speed-to-market for dozens of new medical devices.

In the early 1980s, Synthia helped to implement quality-engineering programs in the Quality Control Department and Quality Assurance Laboratories (Microbiology and Chemistry) of a newly acquired Johnson & Johnson subsidiary, Iolab Corporation.

An author, public speaker, and subject-matter expert on health industry and corporate evolution, Synthia has presented at dozens of health industry conferences on topics such as strategic management, product-portfolio evaluation and planning, medical economics, outcomes research, comparative-effectiveness research, self-care and health coaching programs, population health management initiatives, the nationwide health information network (NHIN), wellness and disease management programs, performance and outcomes-based payment systems, gain-sharing initiatives, health-related data standards, consumer-driven healthcare, health information system interoperability, and social HMOs. She has been interviewed on radio talk shows and by the trade press, and she has testified numerous times before the National Committee on Vital and Health Statistics (NCVHS) within the U.S. Department of Health and Human Services.

A University of California Alumni Scholar and recipient of the 2004 Distinguished Alumni Service Award at Claremont Graduate University, Synthia earned honors in the Premedical Science programs at UC Berkeley and Pomona College. She holds a Bachelor of Science degree in Management and Organizational Behavior from ULV and was ranked first in her graduating class at The Claremont Colleges' Drucker MBA Program near Los Angeles, where she studied and later worked with famed management guru, Peter F. Drucker.