

## Insights for Driving Success

In episode 15 of *Insights for Driving Success*, we take a closer look at the impact downward pressure on reimbursement rates has on healthcare companies. This extremely challenging environment is placing pressure on service providers due to decreasing rates from payors, customers and suppliers – all facing pressure to reduce the overall cost of care and use their leverage to reduce costs.

### The Effects of Healthcare Reimbursement Rates on Companies



WATCH VIDEO



In this video Keith Daniels, Partner, and Jonathan Killion, Managing Director, discuss some of the ways the Carl Marks Advisors restructuring and investment banking teams help healthcare companies improve performance and assess strategic alternatives amid intense rate pressure to decrease rates. Keith and Jonathan share how they focus on improving margins and profitability, outsourcing, and investments in IT and software to improve efficiencies as well as the team's approach to pursuing new strategic directions (partnerships, alternate payment and delivery methods, joint venture opportunities and potential acquisitions) to better position healthcare companies for future growth.

For more on Carl Marks Advisors' deep healthcare expertise:

- [Health & Life Sciences Experience](#)
- [Landauer Metropolitan Case Study: Reacting Quickly to Paradigm Shifts in the Healthcare Industry](#)
- [If we build it, they will come: Importance of Understanding Healthcare](#)

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