

THE SIX FRAMEWORKS

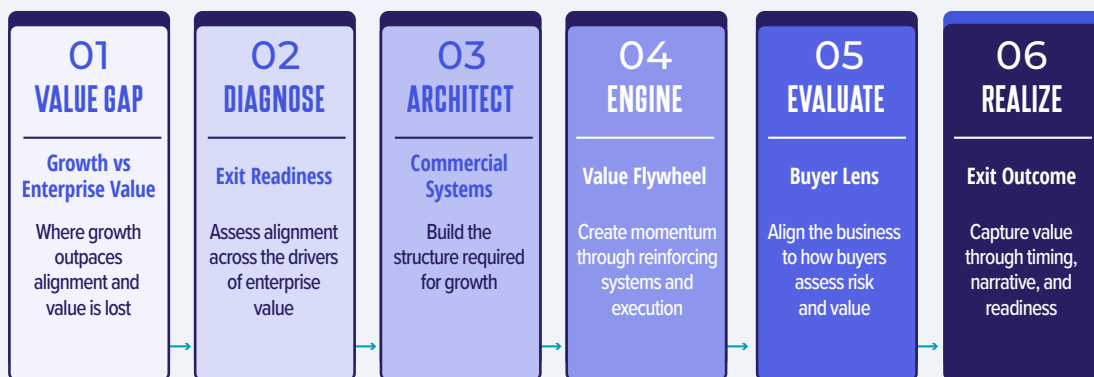
How healthcare companies build enterprise value — and turn growth into a premium outcome.

Most strategic frameworks describe what to do. The Enterprise Value Creation System™ shows what actually happens — where value is created inside a healthcare company, where it gets lost, and what the companies that earn premium outcomes do differently.

Each framework is a working tool: something you can put in front of your leadership team, your board, or a potential investor to create shared clarity on where the business stands and what needs to change.

This guide includes all six frameworks in a single high-resolution, board-ready document.

The Enterprise Value Creation System™



The Path to a Premium Multiple:

GROWTH → ALIGNMENT → SYSTEM → MOMENTUM → CONFIDENCE → PREMIUM MULTIPLE



INSIDE THIS GUIDE:

01 THE GROWTH VS ENTERPRISE VALUE GAP

02 THE EXIT READINESS DIAGNOSTIC

03 THE COMMERCIAL SYSTEM ARCHITECTURE

04 THE VALUE CREATION FLYWHEEL

05 THE BUYER EVALUATION MODEL

06 WHERE ENTERPRISE VALUE IS REALIZED

01 VALUE GAP

The Growth vs Enterprise Value Gap

Where growth outpaces alignment and value is lost

Growth and enterprise value don't move together automatically. Over time, a gap opens between what a business is producing and what it's actually worth. This framework shows how that gap forms, why it widens silently, and what closes it. It's the conceptual foundation of the entire system — and the most common blind spot for mid-market CEOs preparing for a transaction.

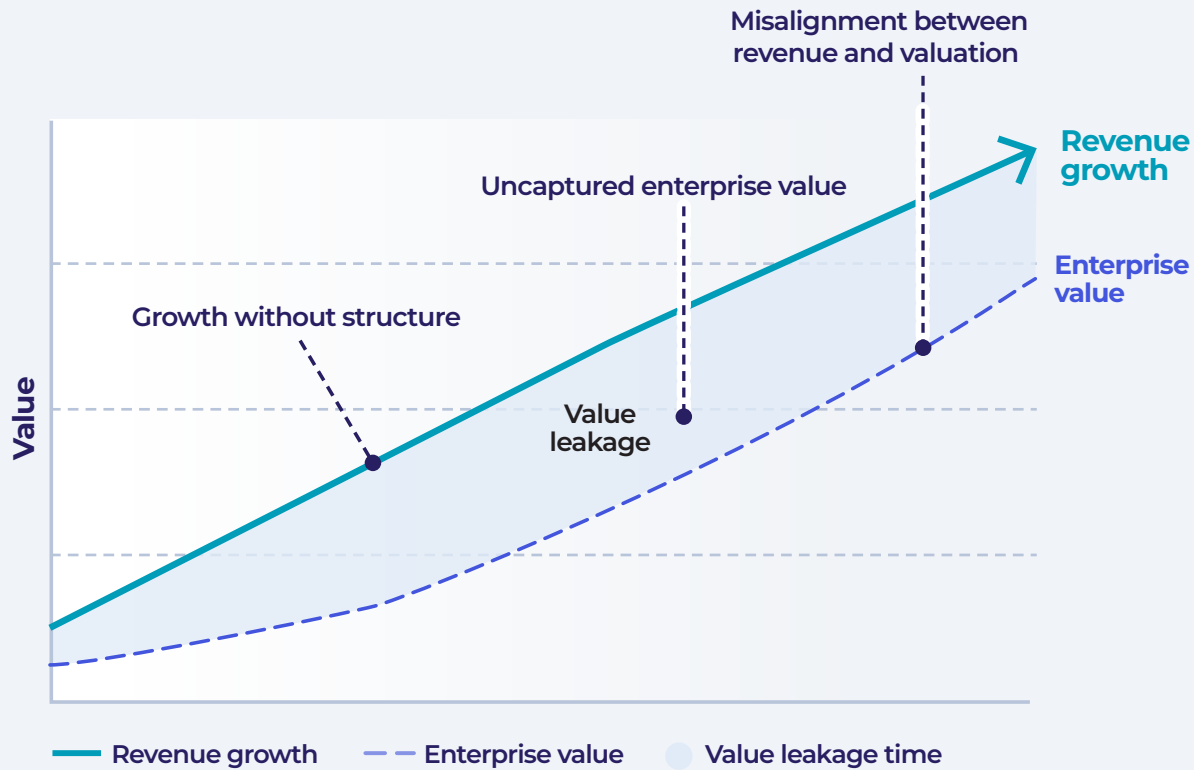


Figure 2.1 | The Growth-Enterprise Value Gap

Part of the Enterprise Value Creation System™ · Chapter 2: The Doctor Who Built a Unicorn

02 DIAGNOSE

The Exit Readiness Diagnostic

Assess alignment across the drivers of enterprise value

Exit readiness isn't a checklist you complete in the 90 days before a process. It's a state of the business built over time. This framework defines the five dimensions buyers evaluate when assessing whether a company is acquisition-ready — positioning clarity, revenue predictability, commercial infrastructure, market differentiation, and proof of outcomes — and reveals the gaps most mid-market companies don't see until pressure hits.

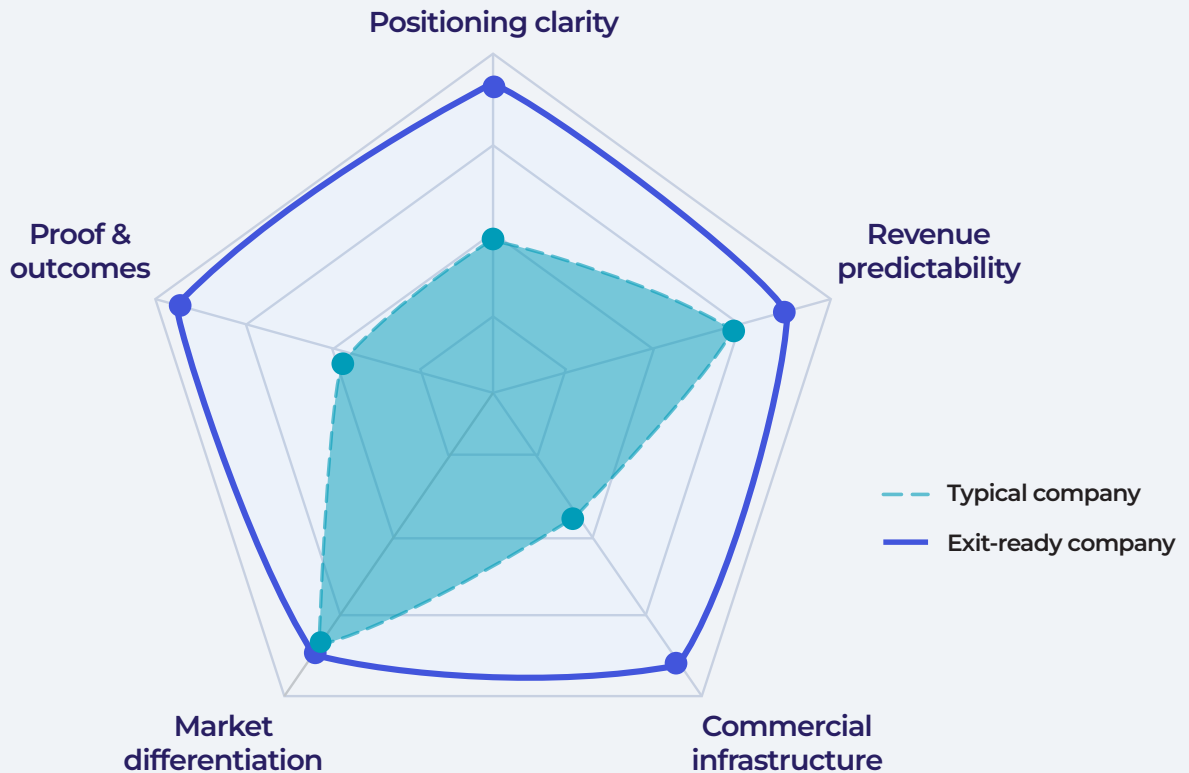


Figure 4.1 | The Exit Readiness Diagnostic

Part of the Enterprise Value Creation System™ · Chapter 4: The Blood Test that Changed Cancer

03 ARCHITECT

The Commercial System Architecture

Build the structure required for growth

Most early-stage GTM models stop working at scale. Disconnected functions create friction; systems create scale. This framework defines what a repeatable, transferable commercial system looks like in healthtech — the structural elements that make growth legible to buyers, not just visible on a dashboard.

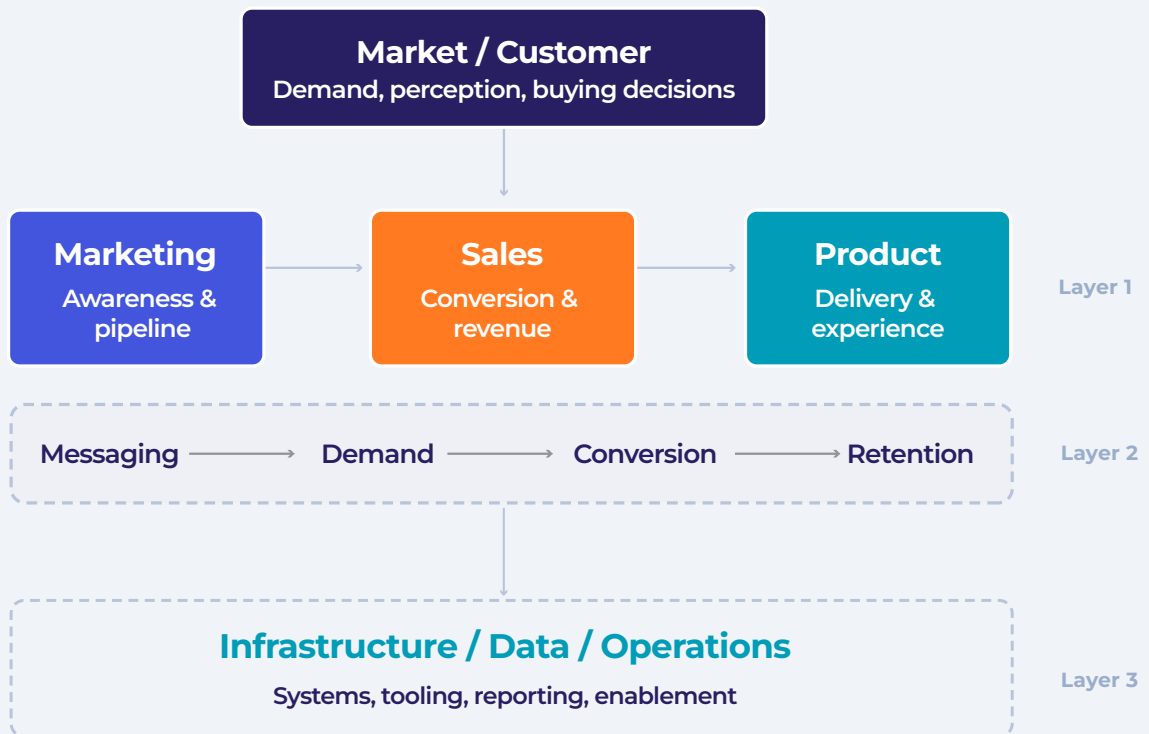


Figure 6.1 | The Commercial System Architecture

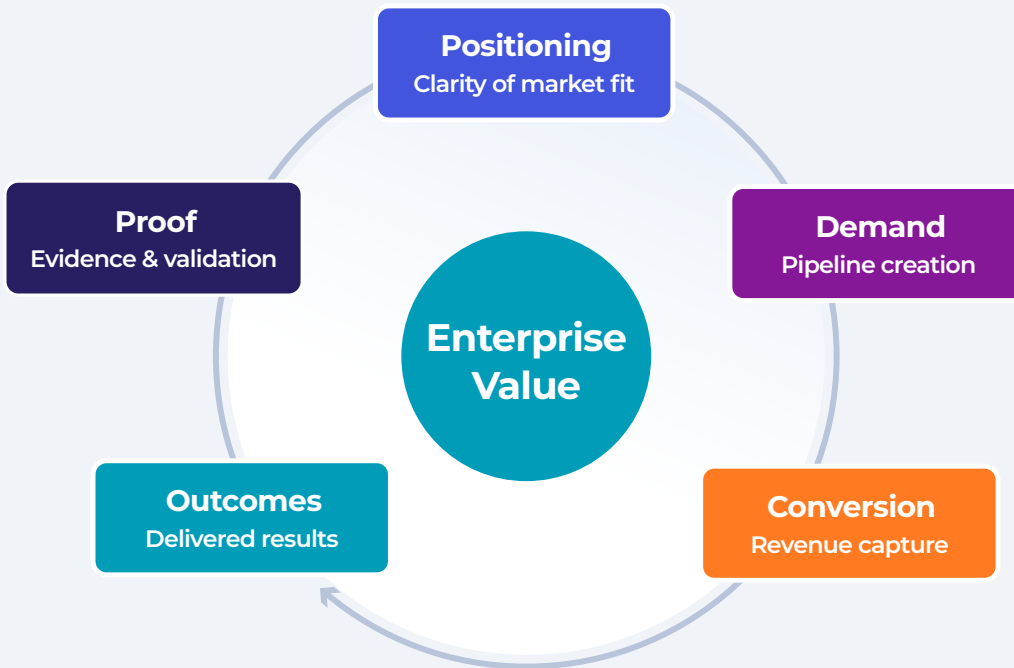
Part of the Enterprise Value Creation System™ · Chapter 6: The Payer Who Crossed the Line

04 ENGINE

The Value Creation Flywheel

Create momentum through reinforcing systems and execution

Enterprise value compounds when each part of the commercial engine reinforces the next. Positioning sharpens demand, demand produces proof, proof drives conversion, and outcomes feed back into positioning. This framework shows how to fix operations, connect outcomes, and build the momentum that turns isolated wins into durable enterprise value.



Momentum builds when each component reinforces the next.

Figure 8.1 | The Value Creation Flywheel
 Part of the Enterprise Value Creation System™ · Chapter 8: Fixing the Invisible Mess

05 EVALUATE

The Buyer Evaluation Model

Align the business to how buyers assess risk and value

This is how buyers actually evaluate healthcare companies. Before they look at the financials, they're already forming a view based on market story, revenue quality, and revenue predictability — and weighing it against risk. This framework maps those evaluation signals so leadership teams can see the business the way a buyer sees it, and understand what earns a premium versus a discount.



Figure 10.1 | The Buyer Evaluation Model

Part of the Enterprise Value Creation System™ • Chapter 10: The Directory Detective

06 REALIZE

Where Enterprise Value Is Realized

Capture value through timing, narrative, and readiness

Enterprise value is built long before it is realized. Most companies start preparing for a transaction too late — after reactive growth, when the window to build intentional value has already narrowed. This framework shows the three phases of value realization and why the most consequential work happens well before the exit event itself.

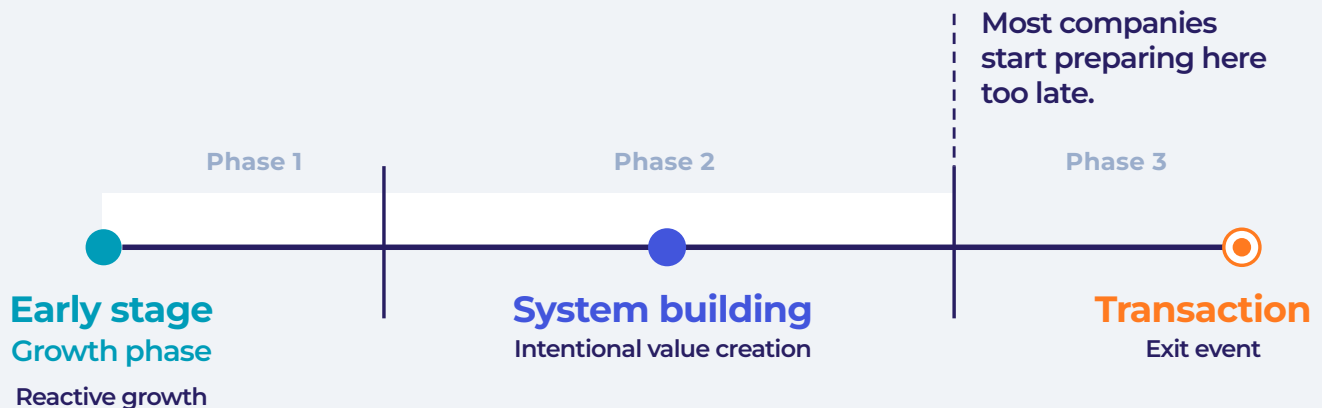


Figure 11.1 | Where Enterprise Value Is Realized

Part of the Enterprise Value Creation System™ • Chapter 11: The Exit Architect

WHERE TO GO FROM HERE

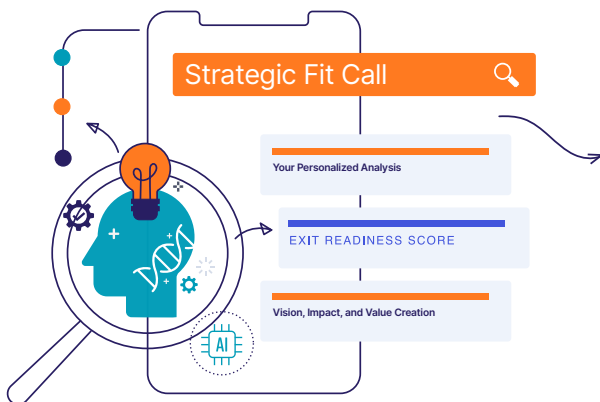
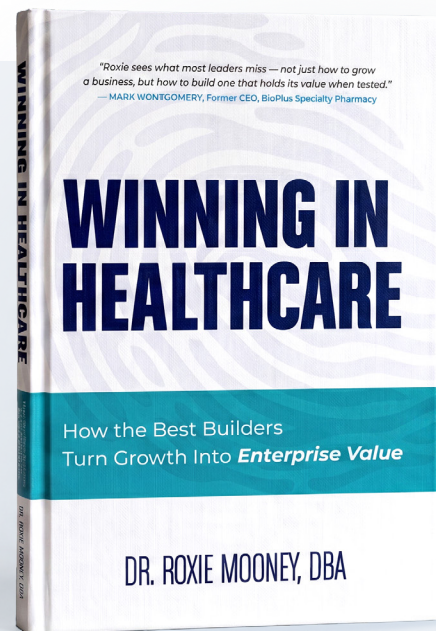
You've seen the system.
Here's how to go deeper.

READ THE BOOK

These frameworks come from *Winning in Healthcare: How the Best Builders Turn Growth Into Enterprise Value*.

See how eleven of healthcare's most consequential builders closed the gap between growth and enterprise value — the real stories, the patterns, and the full system behind every framework in this guide.

[Get the Book](#)



ALREADY SEE WHERE YOUR GROWTH IS BREAKING?

If you've used these frameworks to spot a gap and want an expert-guided look at how to close it, **book a strategic fit call**. It's a focused working session to pinpoint where growth is breaking and whether a deeper engagement makes sense.

[Book my Strategic Fit Call](#)