



# RIES SOLUTIONS

STRATEGIC INNOVATION

Empowering healthcare startups & established organizations with strategic playbooks for omni-channel expansion.

## STRATEGY

- ✓ Start-Up GTM
- ✓ Reimbursement
- ✓ Partnerships
- ✓ Digital Transformation

## WHY CHOOSE US

We embrace cutting-edge thinking to revolutionize patient care, drive innovation, and transform the future of healthcare.

**Schedule a Strategic Review Today**

[www.riessolutions.com](http://www.riessolutions.com)

# Ries Solutions: Exceptional Distinction

- **Speed, Resilience, and Results:** Our ability to act swiftly, adapt to challenges, and deliver tangible outcomes.
- **Industry Insights and Impact:** Leveraging our extensive network to gain valuable insights and identify growth channels for maximum impact.
- **Thought Partner and Driver:** Acting as your strategic partner, providing guidance and driving your reimbursement and go-to-market strategy.
- **Disruptive Solutions in Healthcare:** Creating meaningful disruptions in the healthcare industry, offering solutions to its challenges.
- **Dragonfly Eye View:** Providing a comprehensive understanding of your organization and the competitive landscape, analyzing from multiple perspectives.
- **Value through Problem Solving:** Emphasizing the importance of solving significant healthcare problems to determine the value of your product.
- **Standout Brilliance in Uncertainty:** Demonstrating exceptional performance and differentiation during uncertain times.
- **Curiosity and Ambiguity Tolerance:** Exhibiting a natural curiosity and the ability to thrive in ambiguous situations.
- **Relentless Experimentation:** Pursuing innovative approaches and testing new strategies to drive success.
- **Show & Tell Communication:** Effectively communicating through storytelling to inspire action and engagement.





"Lisa's breadth of experience across healthcare allows for strategic value proposition and market positioning.

Her ability to collaborate and tear down silos, find hidden brilliance in your product and your people is unmatched."

CEO Healthcare Start-Up

## About Ries Solutions

Ries Solutions is a purpose-driven boutique healthcare consulting firm that prioritizes the alignment of clients' short-term, mid-term, and long-term goals. With an in-depth understanding of the dysfunction within healthcare ecosystems and the challenges of bringing solutions to market, Lisa Ries recognizes the need to center solutions around the patient. By incorporating lessons from past failures and leveraging patient engagement insights, Ries Solutions strives to develop products and delivery channels that meet patients where they are, fostering improved outcomes at reduced costs. Emphasizing collaboration and open-mindedness both within and outside organizations, Ries Solutions advocates for disrupting the healthcare industry, thinking innovatively, and enhancing access, quality, and affordability.



### **Schedule an Introductory Call**

Lisa Ries

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# LISA RIES

## BIOGRAPHY

Lisa Ries is a senior healthcare business leader with 20+ years of experience in national and divisional business, digital marketing, and B2B and B2B2C sales. She is a transformational leader known for driving revenue growth, overcoming obstacles, and delivering results in healthcare and home healthcare industries. Lisa's expertise lies in strategic partnerships, digital innovation, and automation, enabling her to enhance customer experiences and optimize costs. She excels in developing cutting-edge technology solutions, particularly in digital health ecosystems and emerging technologies. Lisa's strengths also include strategic planning and omni-channel sales strategies, making her an asset for business and digital transformations, go-to-market strategy and planning, and emerging markets.

**"Lisa Ries is a modern-day rainmaker, utilizing innovative strategies and dynamic networking skills to consistently drive business growth and achieve remarkable results."**

