



# MARGIN SOLUTIONS

## EXPRESS



**NO TIME\***  
**NO WORK**  
**NO RISK**

## An Enterprise-Wide Margin Optimization Service

**EXPRESS** is designed specifically for hospitals with commonly occurring and recurring low operating margins and/or low days cash on hand.

In these unprecedented times, **EXPRESS** confronts and conquers the difficulties and burdens of gaining the appropriate financial and operational staff resources, as well as the critical dollars, needed to quickly and easily meet contemporary challenges and business continuation concerns. To effectively meet these challenges and concerns, Microscope's Margin Solutions **EXPRESS** provides enterprise-wide margin optimization completed in a fast, low-resource (for the hospital), cost-effective, no risk engagement.

### NO TIME\*

All the **EXPRESS** Top 40 Solutions are designed to be implemented with next to no time on your part... **EXPRESS** does all the work...quickly...and without interfering with the hospital's day-to-day workflow, pattern and priorities. \*We estimate that the hospital should expend no more than 2 hours per week, divided among 3-4 hospital staff for the 9 months of implementation, implementing a little more than one Solution per month.

### NO WORK

100% of the Solutions are proven-in-practice, i.e., already implemented easily, rapidly, effectively and lucratively at other hospitals across the country. **EXPRESS** does almost all the work...ASAP...because we've done it before...implementing for you exactly the same Solutions we've already implemented at dozens of other similarly situated hospitals over the last 16 years.

### NO RISK

There is zero financial risk with the **EXPRESS** service. There are no up-front fees. If **EXPRESS** produces no new savings/revenues, you have zero fees. Hospitals may reject 30%-60% of Solutions presented to them. There are no fees for rejected Solutions. Fees are only for new countable savings and revenues shown to be facilitated by and generated by the **EXPRESS** service.

## WHY NAMED **EXPRESS**?

Margin Solutions **EXPRESS** quickly and easily: Achieves more, new, implemented, demonstrable savings and revenues more simply and more speedily on a contractually guaranteed basis. To do this so quickly and simply and with so few resources (ours and yours) **EXPRESS** uses a patented implementation system implementing only proven-in-practice Solutions. **EXPRESS** obtains its high-value Solutions from its 16 years of hospital margin-growing experience, working with hospitals all over the United States. In fact, we proudly proclaim as our Solutions motto: "**Stolen shamelessly, proven effective**".

[Learn How It Works >>](#)

# HOW IT WORKS...

STEP 1

40 key Solutions are selectively and sequentially presented to your hospitals in tranches of 3-4 per month.

STEP 2

Guided by and facilitated by the Margin Solutions' **EXPRESS** team, the hospital selects and implements on average 6-12 Solutions during the 9 months of implementation.

STEP 3

The hospital may reject 30%-60% of the Solutions presented to the hospital.

STEP 4

The hospital and the Margin Solutions **EXPRESS** advisors track and report on Solutions which have resulted in implemented and countable new savings and net revenues every month.

## WHAT YOU'LL GET...

- All fees are contingency based. We charge 38% of newly implemented new savings and new net revenues, generated and facilitated by the implementation of **EXPRESS** Solutions.
- Early signers, e.g., those signing within 30 days of receipt of an **EXPRESS** Agreement, are eligible for a significant discount.
- Solutions that are Best Practices, and also maximize margins.
- A guaranteed ROI of 4 to 1 if 11 or more Solutions are implemented.
- Increases in days cash on hand and ops margins ASAP with no layoffs, no required overtime or service reductions or service closures.
- Unlimited phone/video conferencing available from the **EXPRESS** service advisors.
- New savings, new net revenues and decreased cost of capital all continue for years after last **EXPRESS** billing. With no **EXPRESS** fees, no new Solutions, no GPO changes and no new work, added annual dollars continue and the hospital's ROI skyrockets.
- **The full service answer for all hospitals' financial problems**

## THE MOST COMMON CONCERN...

**It's too good to be true! But, the truth is:**

- 100% of our Top 40 Solutions have already been successfully implemented at dozens of similarly situated hospitals. Each and every Solution implemented always results in new, high value, countable savings and/or revenues.
- Our zero-risk contracts contractually guarantee a 4 to 1 ROI from these implemented Solutions. If the Solutions didn't work, we couldn't offer an **EXPRESS** guarantee....and **EXPRESS** wouldn't have been in business for the last 16 years.
- There is no black box. We carefully explain every Solution and help you implement each and every Solution you choose. There's never a fee unless the Solution produces new, actual savings/revenues. If the Solutions didn't produce new, demonstrable savings/revenues, we couldn't be in business in 33 states.

**Margin Solutions Express Leader: Rick Kunnes, MD, Managing Principal**

*Margin Solutions **EXPRESS** was founded 16 years ago by Rick Kunnes, MD. **EXPRESS** is now led by Rick, a former Big 4 Partner with 30 years' experience of risk-based hospital consulting. Today, **EXPRESS** is a major service line of [Microscope](#).*

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