

### Client's challenge

A US payer wanted to explore international opportunities. Although confident that its capabilities would bring value to the system, the client sought greater familiarization with the foreign country before proceeding. The company engaged PricewaterhouseCoopers to help:

- Translate how its services applied within the overseas healthcare system
- Identify modifications necessary for its services to succeed within that framework
- Detect potential risks

### PricewaterhouseCoopers' Advisory solution

The client engaged PricewaterhouseCoopers based on our extensive knowledge of US and international product and service offerings and our ability to leverage the experience and guidance of our international offices. Our US team relied on our international office's solid understanding of the country's healthcare and government issues to objectively evaluate opportunities.

Our international team hosted a series of calls to discuss each opportunity and, based on these discussions, developed detailed briefing papers for each of the client's capabilities. These papers outlined the capability benefits and potential risks in each distinct area. They also linked each capability to a specific need for the international territory.

### Impact on the client's business

The international healthcare and government representatives ultimately selected our client to be among their providers of choice, a distinction that few US payers can claim and one that should provide many business opportunities for our client within that country.

#### Contacts:

Paul Veronneau  
(860) 241-7568  
paul.veronneau@us.pwc.com

Jackie Mazoway  
(678) 419-1246  
jackie.mazoway@us.pwc.com