

# 4 Questions to Evaluate Your Business Partners

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Discover essential questions to evaluate if your current or potential therapy partners is the best fit for you to excel in 2022.

No doubt, you are looking to drive new consumers to select your services and make the most of every patient encounter your team touches, clinically and financially. Perhaps you are focused on creating value-based solutions or looking to operationalize other new deliverables? Regardless, you will be looking to identify best-in-class partners to ensure your success.

This past year has challenged operators and collaborators alike to be successful. Your partners (or those you may be considering) will have to have weathered the pandemic to contribute to your enterprise's success in the coming year.

**To determine if your current or potential partners are the best fit for you to excel in today's environment, ask these pointed questions:**

1. Over these past years, how have you evolved to bring new solutions to the organizations you support? If your partner has just looked to survive, they may not still have the resources needed to keep your business on the cutting edge.
2. What interdisciplinary resources do you bring to a partnership? Service providers who have continued to operate in silos have already been left behind. Today's innovative solutions require cross-continuum, multi-disciplinary understanding, and collaboration to achieve enterprise success for the operators they support.
3. Who supports your front-line, and what does that support look like? Let's face it, front-line workers and professionals have to be good at pleasing your patients and residents, or they could not survive in our industry. The real differentiator between consulting and outsourcing organizations is in the support they provide to these front-line heroes. Your partner should give up-to-the-minute education in infection prevention, reimbursement considerations, compliance risk, and professional development.
4. What is your vision for the Aging Services Industry, and what steps have you taken to advance that vision? COVID has proven that what got you here won't get you there. There is no "new normal," and every operator serving our industry knows we are in the midst of significant change in consumer expectations and models of service delivery. Businesses that support your business must lend their expertise to blaze the path forward. If your partner(s) can't share their vision of what that looks like for your organization, perhaps it's time to consider others who can.

HealthPRO Heritage offers a broad range of supports, services, and solutions. Our enterprise is stronger than ever, supported by a solid and stable leadership team and newly capitalized to help our clients take advantage of the promise of tomorrow.

**Contact us at [info@healthpro-heritage.com](mailto:info@healthpro-heritage.com) to learn more about how we can help your organization!**