



Photo taken by Kelsey Hess outside KCG office in Charleston, SC.

### Challenges In Healthcare Roll In Like The Rain In Charleston

In July I moved from Iowa to take a new role at Knowledge Capital Group [KCG] in Charleston. On my first day at KCG, Tony gave me an umbrella and knowingly said, "*You are going to need it.*" I laughed and thought about how I never used umbrellas in Iowa. That afternoon as I was leaving KCG, there was a torrential downpour and I laughed to myself about how Tony was **RIGHT. I was going to need that umbrella.** The rains in Charleston are unlike anything I have ever seen.

**Charleston rains are similar to challenges in healthcare.** In the blink of an eye a disruption happens in the market making waves in organizational strategies. According to Nick Webb, bestselling author and inventor, the future success of healthcare organizations will be driven by consumerized product offerings, enabling technology, and innovative economic models.

If your organization is revisiting strategic planning due to disruptive market challenges, Knowledge Capital Group is here to support you in crafting a strategy for success. **Leaders need umbrellas to help them weather the storms with confidence.**