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# Aginsky Consulting Group Quarterly Newsletter

April 2008

## ACG TAKES ON THE ROLE OF A LEAD ADVISOR ON A CALIFORNIA HOSPITAL ACQUISITION

In the first quarter of 2008 the ACG team was retained by a group of Russian investors with business interests in the U.S. healthcare segment to provide guidance and advisory services for an acquisition of a hospital in Southern California. One of the main objectives of the project was to investigate the competitive landscape of the hospitals performing spinal surgeries in California and craft a business plan for such a facility. The spinal surgery segment is one of the most lucrative in the U.S. healthcare industry, growing from \$1.27 billion in 2001 to \$2.9 billion in 2009. The total size of the market for spinal implants reached \$7 billion in sales recently.

In addition to developing the overall strategy, conducting primary and secondary research, and preparing detailed sales, marketing, operations, and financial plans, the ACG team was also responsible for conducting comprehensive due diligence on some of the potential acquisition targets and assisting the client with preparation for negotiations and deal structuring. The project was completed successfully in March of 2008. For additional information on the U.S. healthcare industry or our firm's broad service offering, please contact us at [info@aginskyconsulting.com](mailto:info@aginskyconsulting.com).

## ACG CONDUCTS MARKET RESEARCH ON THE LUBRICANTS INDUSTRY IN RUSSIA

Members of the ACG team are currently engaged in a comprehensive market research study for a client that is focused on the oil lubricants industry in Russia and internationally. The scope of work includes conducting primary research through interviews with industry experts in Russia, secondary research, and a preparation of a detailed report that summarizes the data collected by the team. The deliverables will also include a market update and ten year financial projections of numerous sub-segments, in addition to a competitive landscape analysis. The entire report will be published in the second quarter and can be purchased upon request.

## NURSING SHORTAGE PROMPTS NEW ACG SPIN-OFF

The shortage of nurses in U.S. hospitals is becoming an issue of dramatic relevance and tragic proportions. The average life span of U.S. citizens continues to increase and the overall population of the country is on its way to surpass 350 million people sometime in the next decade<sup>1</sup>. With the baby boomers, the largest generation in our country, starting to retire, demand for health care and registered nurses that administer it is set to skyrocket. The American College of Healthcare Executives stated that 72 percent of hospitals nationwide reported a shortage of Registered Nurses in 2004. The U.S. Department of Health recently predicted that the accelerating shortfall of nurses in the United States will swell to more than 1.2 million by 2020<sup>2</sup>. With no immediate fix on the horizon, hospitals in the U.S. will be forced to make do with registered nurse shortages throughout the coming decade.

Aginsky Consulting Group (ACG) has designed a unique solution that specifically addresses the serious registered nursing shortage in the U.S. With American schools not being able to turn out enough registered nurses to meet demand, ACG has set its gaze abroad to help address the problem. There is an enormous pool of experienced and highly-qualified registered nurses and physicians in Russia, Ukraine, and other countries in Eastern Europe. Russia and Ukraine alone are home to over 1.5 million poorly paid nurses who are eager to take advantage of an

<sup>1</sup> Strategic Staffing Resources. Available on-line at: <http://www.gmsnursing.com/index.php?module=pagesetter&func=viewpub&tid=1&pid=19>

<sup>2</sup> Joseph Curran. "The Nurse Shortage and nurses from abroad," Healthcare Review. Available on-line at: <http://www.curranberger.com/articles/KHRArticleforHealthCareReview.pdf>

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opportunity to work in the U.S.<sup>3</sup> These professionals have outstanding English speaking abilities and can perform all of the necessary functions of a registered nurse in the U.S. ACG seeks to establish training facilities in Russia and Ukraine to provide these professionals with the relevant coursework needed to pass the necessary exams. Upon completion of the training program and passing test results, ACG will work to qualify them for a registered nurse position in the United States. ACG plans to establish long-term contracts with U.S. hospitals and other health care providers in the country to accept these certified professionals to work as registered nurses in their facilities. Our team is currently in the process of finalizing the business plan and other supporting materials for this venture and plans to do a roadshow to raise the necessary funds for the new company in the 3rd quarter of 2008. If you have an interest in being an investor in this exciting new venture, please contact us at [investors@aginskyconsulting.com](mailto:investors@aginskyconsulting.com).

<sup>3</sup> World Health Organization. Available on-line at: [http://who.int/whosis/database/core/core\\_select\\_process.cfm](http://who.int/whosis/database/core/core_select_process.cfm)

### MARK ROSS - ASSOCIATE

Mark Ross brings more than 15 years of multi-channel business development experience in consumer products, apparel, and the food & beverage industries to Aginsky Consulting Group. Mr. Ross' extensive international experience includes senior management positions with Fortune 50 corporations and smaller privately held companies responsible for identifying, implementing, and executing global corporate strategy in sales, marketing, brand and product management, licensing, sourcing, and retail channel development.

Mr. Ross holds an MBA from Thunderbird, The School of Global Management and a Bachelor's degree in Business from Lewis and Clark College. He has lived, studied, and worked in Japan and is conversant in Japanese.

### SOCHI WEBSITE UPDATE

As mentioned in our Q3 2007 Newsletter, ACG started a program specifically dedicated to the 2014 Olympics in Sochi, Russia. ACG's "Sochi Program" is catering to a number of different industries that would want to take advantage of the business boom taking place as a result of the upcoming Olympics in Russia. The construction of the website [www.sochibiz.com](http://www.sochibiz.com) is nearly complete and will be going live shortly. The site will feature plenty of industry-specific information and research about unique opportunities available to savvy and internationally-minded companies, as well as a blog dedicated to executives interested in doing business in Sochi. Please continue to check back regularly for the details regarding the exact launch date.

COMING SOON!

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

### ADDRESS:

522 SW 5th Ave., Suite 708, Portland, OR 97204

### TELEPHONE:

Toll Free 877-WITH-ACG  
or Direct +1-503-922-0818

### EMAIL:

[info@aginskyconsulting.com](mailto:info@aginskyconsulting.com)

### WEBSITE:

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

### ACG'S SPRING 2008 INTERNSHIP PROGRAM IN FULL SWING

ACG launched an internship program in January of 2008 aimed at helping local business students gain experience in the management consulting industry. ACG accepted applications from undergraduate and MBA students from Portland State University, University of Portland, Reid College, and Lewis and Clark. After the application and interview process, ACG selected four bright finalists to assist the rest of our team in performing some basic consulting-related activities. These students have been an integral part of the growth of Aginsky Consulting Group. They have in turn already gained invaluable experience to help them build their careers once they have completed their education.

### ACG WEBSITE UPDATES

ACG has finally implemented the long-awaited website updates to our primary website at [www.aginskyconsulting.com](http://www.aginskyconsulting.com). Among the numerous additions, viewers will now be able to find many testimonials from our clients and partners on this page - <http://www.aginskyconsulting.com/en.php/aginsky-consulting-case-studies-client-testimonials.html>. Additionally, the 'Our Publications' page has been completely revamped and now features video presentations of our associates, presentations made at international conferences, as well as the numerous market and industry overviews and research reports available for download free of charge. This page can be viewed at <http://www.aginskyconsulting.com/en.php/aginsky-consulting-about-us-our-publications.html>. Every page of our website can be viewed in three languages, including English, Russian, and Ukrainian.

