

## BIOGRAPHY



M2Power is defined as the power of strategic management in medicine. The mission is to grow the prosperity of health enterprises.

Ester Horowitz, founder and CEO, is an MBA graduate and a certified management counselor with 25 years of experience in the health care industry. Ms. Horowitz is recognized for her work innovating and expediting new products and services including, but not limited to:

- Founding of a non-profit mental health organization now in its 23<sup>rd</sup> year
- Implementing one of the first Medicaid Managed Care programs in downstate New York.
- Creating the first health care committee for the Long Island Women's Agenda (LIWA)

Her cross industry background includes working with hospitals, management service organizations, health maintenance organizations, preferred provider organizations, independent physician associations, medical billing companies, article 28 facilities, multispecialty and single specialty practices, corporate and community wellness organizations, and last, but not least, research. The focus is primarily strategic management, expansion, turnaround, start-up, and innovation.

Ms. Horowitz held positions as executive director of the Manic-Depressive Support Group, and board Member of the LIWA, Medicare Resource Management and Orion Resource Group. Her professional experience includes positions as Director of Marketing for Sanus Health Plan, Avanti Health System, Episcopal Health Services, Winthrop South Nassau MSO. In addition she was a faculty member of the University of Phoenix's on-line education serving the undergraduate and graduate schools of nursing and business administration.

Since 1999 Ms. Horowitz has owned a strategic management firm providing business counseling and management consulting to owners of health enterprises and small business. She has authored a variety of articles featured in such renowned publications as Medical Marketing, Healthleaders Media, Aspen Publications, Medivisor, Askleslie.net, and local organizations such as Lee County Medical Society and Texas D.O. Ms. Horowitz is about to release her first book: "The Blatant Truth about Owning a Medical Practice: Rx for Practice-owners. In addition, Ms. Horowitz has been a speaker for MGMA's MSO Society, NY County Medical Society, and The Queens County Medical Society.

M2Power's management team includes national experts in contracting & credentialing, human resources, IT, medical administration, auditing, billing & coding, accounting, banking, and law to name a few. Inclusive are a team of medical experts board certified or licensed as nurses and nurse practitioners.

## SERVICES OFFERED

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### 1. Maestro Business Academy:

- a. You are a business owner and student of the academy eager to be self empowered how to run a corporation strategically and capable of 2-3x growth.
- b. You spend about 5 hours per week on homework and your business is your case study.
- c. You participate in on-line live educational sessions every 2 weeks.
- d. You work with your counselor one-to-one for application of what you learned and how to use it in your business.

### 2. Business Counseling:

- a. You are a business owner seeking one-to-one guidance from an expert that will empower you toward running a corporation strategically and capable of 2-3x growth.
- b. Your counselor will lead you through provocative questioning and conversational interaction as to best approaches for your business. It is strategic and tactically oriented. Decisions are made by the owner.
- c. Your counselor may provide educational materials and recommend books for your self development.

### 3. Management consulting:

- a. You are a business owner seeking one-to-one guidance and hands-on interactive expertise for specific projects. It is strategic and task oriented. The consultant performs work for the company and it can be seen as an independent contractor arrangement.
- b. Project focus is on business development, branding, strategic management, and innovation.

### 4. Webercises:

- a. You are a business owner seeking one-to-one counseling on specific areas of your business and purchase exercises in advance that will encourage desired and stated objectives described by each exercise.
- b. Each exercise begins with a set of questions that the owner is expected to answer within 48 hours of receipt.
- c. The exercise is then tailored to the owner's business and stated objectives via email and/or telephone interaction.
- d. Your counselor will lead you through provocative questioning and conversational interaction as to best approaches for your business. It is strategic oriented. Decisions are made by the owner.
- e. Vision and Business Modeling exercises are prerequisite exercises.

## CLIENT ROSTER

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Below is a partial list of clientele:

- HIP
- Creative Health Group, Inc.
- Nations Management, A DMSO
- Medivisor.com
- Gabriel Pediatrics
- CARES, Inc.
- Advanced Counseling Concepts
- United Cerebral Palsy of Nassau
- Access Managed Health Care Inc.
- Putnam Chiropractic
- Quentin Medical Management
- Foremost Exams, Inc.
- Monique DeFour Jones, MD OB/GYN
- Dental Wagon
- Island Medical Care
- Systematic Billing & Credentialing
- Vytra Health Plans
- M.H.Lion, A CPA Firm
- RUL Management
- Alliance Medical Concepts, A GPO
- On Point Partners
- Ideal Balance
- Sun Communications
- Myelderadvocate.com
- Behavior Institute
- Operaesque
- Creative Imagery Inc
- South Shore Health Systems
- Medburses, Inc.
- Physician's 1<sup>st</sup> Billing
- 1<sup>st</sup> Family Care
- Merchant's Capital
- MedLink