Heartbeat Health is a nationwide virtual cardiology practice that provides telehealth services to clients (providers and health insurance companies). Those services include diagnostic reads and live virtual visits with our team of cardiologists and other clinicians. Cardiovascular care is particularly susceptible to the virtual setting, as much (though not all) of the care involves medication titration. But some care must be delivered in person, and it’s this topic that we’re hoping you might consider.

Specifically, we are exploring whether to extend our offering to include in-person diagnostic services, starting with echocardiograms – an ultrasound of the heart. Right now, we perform ‘reads’ or interpretations of echocardiograms. We are considering a more comprehensive echocardiogram service, which would include performing both the echocardiogram test (by a technician) and read (by a cardiologist).

Heartbeat has identified three main approaches to this offering:

1. **Hire (build)** – Heartbeat can hire a team of echocardiogram technicians to conduct on-site echocardiograms for our clients that span the country.

2. **Partner** – partner with mobile echocardiogram companies that can perform the echocardiogram on Heartbeat’s behalf. These partners would be managed and overseen by Heartbeat.

3. **Acquire (buy)** – purchase a company (or companies) that perform(s) mobile echocardiograms and integrate them with our offering.

Please provide a high-level summary (1-2 pages, slides, or whatever medium you prefer) on the pros, cons, and key considerations of each option. We’d love your recommendation on the best path forward for the company.