WarriorCentricHealth®

PREPARED FOR Hospital Council Northern & Central California

FINANCIAL OPPORTUNITY BRIEF: CENTRAL VALLEY · 12-COUNTY REGION

Nearly 370,000 Central Valley residents are military-connected. Most hospitals don't recognize them.

Here are the numbers in the 12-county area:

141,457	226,331	367,788	8.0%
VETERANS	WARRIORS*	WARRIOR COMMUNITY**	% OF POPULATION

The market, county by county

County	Veterans	Warriors*	Warrior Community**	% of residents	Share of region
Kern	32,049	51,278	83,327	9.0%	22.7%
Fresno	29,981	47,970	77,951	7.6%	21.2%
San Joaquin	22,464	35,942	58,406	7.2%	15.9%
Stanislaus	14,701	23,522	38,223	6.9%	10.4%
Tulare	11,433	18,293	29,726	6.1%	8.1%
Kings	7,079	11,326	18,405	12.0%	5.0%
Merced	6,360	10,176	16,536	5.6%	4.5%
Madera	5,081	8,130	13,211	8.0%	3.6%
Tuolumne	4,345	6,952	11,297	20.7%	3.1%
Amador	3,481	5,570	9,051	21.8%	2.5%
Calaveras	3,286	5,258	8,544	18.5%	2.3%
Mariposa	1,197	1,915	3,112	18.2%	0.8%
Region	**141,457**	**226,331**	**367,788**	**8.0%**	**100%**

*Includes Veterans, Active-Duty, Reserves, & Nat'l Guard. **Includes Warriors + Warrior family members.

Delivering warrior-conscious care to this large, underserved population also delivers ROI.

Becoming an Authorized Warrior Centric Health Facility™ gives HCNCC member systems the infrastructure to identify, engage, treat, and retain this population, delivering improved outcomes, regulatory compliance, and measurable growth in wallet share and new patients.

Sources: Census Reporter, ACS 2024 1-year and 5-year county estimates (preliminary); WCH planning multipliers.

THE FINANCIAL RETURN

Two channels of value for every participating system

12-county reference scenario. WCH fees modeled as three deployments at $176,000 each per year.

CHANNEL 1
Increased wallet share

$7.9M

annual modeled uplift from 45,266 existing Warrior patients (20% provider share)

Value per existing Warrior	$175 / yr
Year 1 net after fees	$7.39M
Three-year net after fees	$22.2M
Return on WCH fees	1,400%

Drivers: referral retention, outpatient and specialty care, behavioral health, pharmacy.

Break-even: about 1,006 existing Warrior patients cover one $176K deployment.

CHANNEL 2
New patient acquisition

$50.9M

three-year contribution margin from 2,263 new Warriors a year (1% of the market).

Margin per new Warrior	$3,750/yr
Year 1 net after fees	$7.96M
Three-year net after fees	$49.3M
Return on WCH fees	3,115%

Retained cohorts compound each year



Request a facility- or system-specific financial assessment.

Contact:
Ron Steptoe, CEO
ron@warriorcentrichealth.com

WarriorCentricHealth®

warriorcentrichealth.com

© Warrior Centric Health Inc • Confidential and Proprietary • Figures nominal and undiscounted.