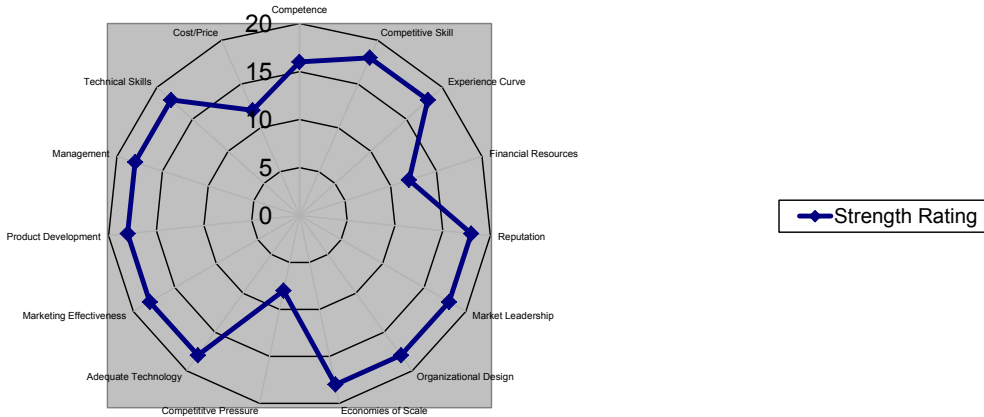
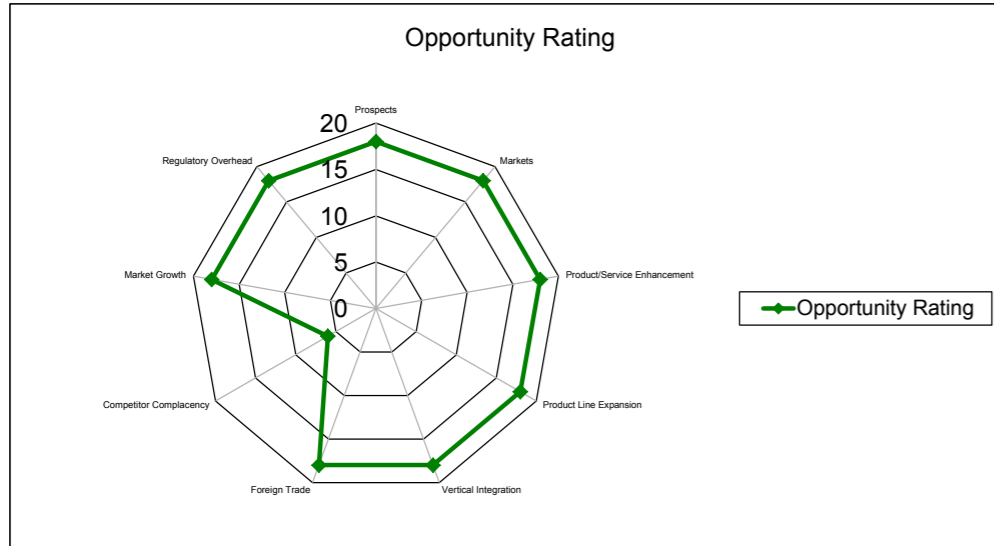


Strength Rating

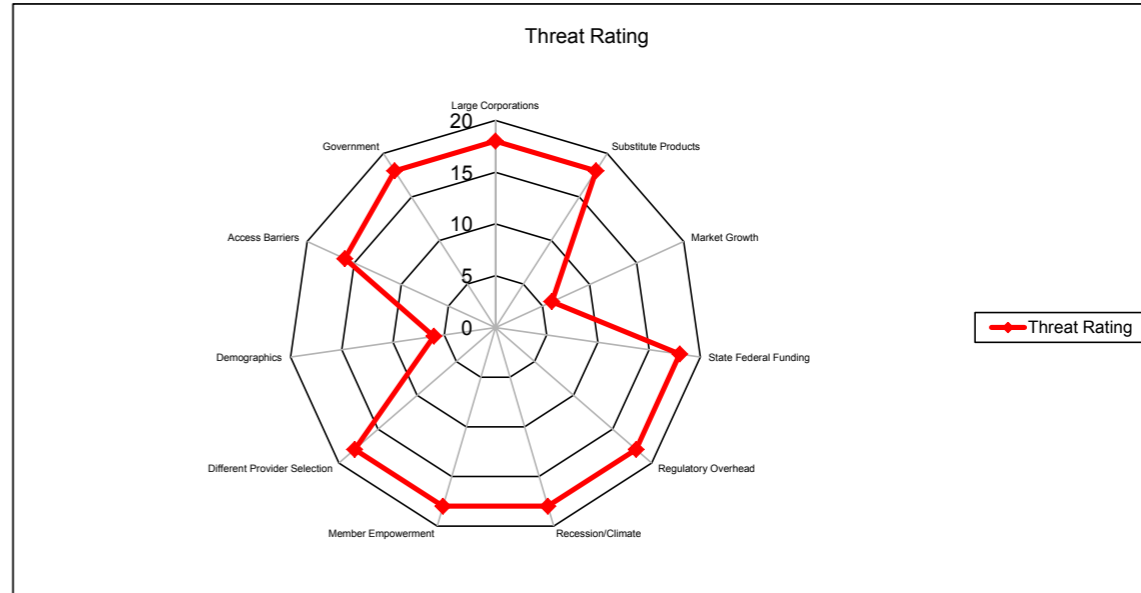


QID	Question	Response	Disagree	Neither	Agree	Strength Rating	Category	SCALE
SQ-001-01	We have a high level of competence	Agree	1	0	0	5	16 Competence	Disagree
SQ-001-02	We have competitive skill	Agree	0	0	0	6	18 Competitive Skill	Neither Agree or Disagree
SQ-001-03	We are ahead on the experience curve	Agree	0	0	0	6	18 Experience Curve	Agree
SQ-001-04	We have adequate finance resources	Agree	3	0	3	3	12 Financial Resources	
SQ-001-05	We have a good reputation with stakeholders	Agree	0	0	0	6	18 Reputation	
SQ-001-06	We are an acknowledged Provider leader	Agree	0	0	0	6	18 Market Leadership	
SQ-001-07	We have well-conceived functional areas	Agree	0	0	0	6	18 Organizational Design	
SQ-001-08	We provide high quality services	Agree	0	0	0	6	18 Economies of Scale	
SQ-001-09	We are somewhat insulated from strong competitive pressures	Agree	5	0	1	1	8 Competitive Pressure	
SQ-001-10	Utilizes Adequate Technology	Agree	0	0	0	6	18 Adequate Technology	
SQ-001-11	We have better advertising campaigns than the competition	Agree	0	0	0	6	18 Marketing Effectiveness	
SQ-001-12	We are good at creating new products	Agree	0	0	0	6	18 Product Development	
SQ-001-13	We have strong management	Agree	0	0	0	6	18 Management	
SQ-001-14	We utilize state of the art technology in data collections	Agree	0	0	0	6	18 Technical Skills	
SQ-001-15	We have a cost/price advantage	Neither Agree or Disagree	0	6	0	0	12 Cost/Price	
Total			9	6		75	246	



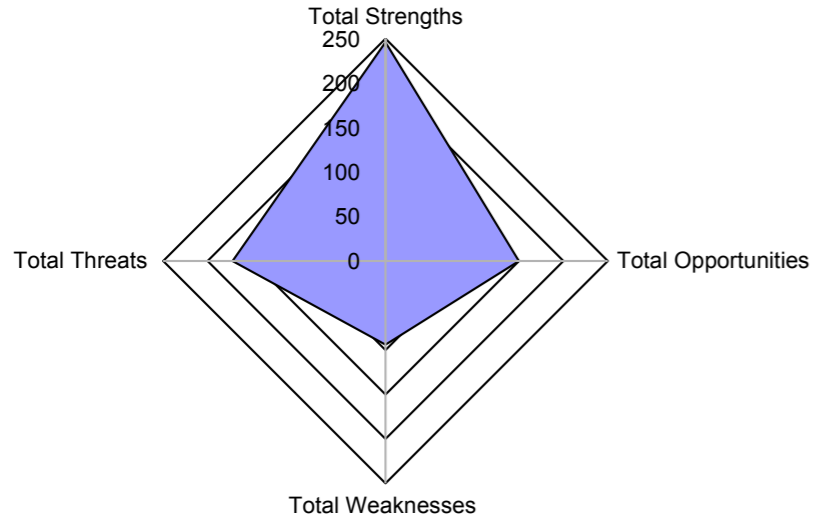
SCALE
No
Maybe
Yes

QID	Question	Response	Disagree	Neither	Agree	Opportunity Ra	Category
SQ-001-34	There are additional customer groups that we could serve	Yes	0	0	6	18	Prospects
SQ-001-35	There are new markets or market segments to enter	Yes	0	0	6	18	Markets
SQ-001-36	We can expand our products/service line to meet customer needs	Yes	0	0	6	18	Product/Service Enhancement
SQ-001-37	We can diversify our services	Yes	0	0	6	18	Product Line Expansion
SQ-001-38	We can control member sourcing	Yes	0	0	6	18	Vertical Integration
SQ-001-39	Moving Members from Institutional Care to Community	Yes	0	0	6	18	Foreign Trade
SQ-001-40	Our competitors are becoming complacent	No	6	0	0	6	Competitor Complacency
SQ-001-41	The market is growing faster than in the past	Yes	0	0	6	18	Market Growth
SQ-001-42	Fewer regulatory requirements will make doing business easier for us	No	0	0	6	18	Regulatory Overhead
Total			6	0	48	150	



QID	Question	Response	Disagree	Neither	Agree	Threat Rating	Category	SCALE
SQ-001-43	Low cost services providers are entering the market	Yes	0	0	6	18	Large Corporations	No
SQ-001-44	Alternative services are rising. Budget Medicaid	Yes	0	0	6	18	Substitute Products	Maybe
SQ-001-45	The market is growing more slowly than we expected	No	6	0	0	6	Market Growth	Yes
SQ-001-46	There are adverse federal and State Policies	Yes	0	0	6	18	State Federal Funding	
SQ-001-47	Regulatory requirements are becoming onerous	Yes	0	0	6	18	Regulatory Overhead	
SQ-001-48	We are vulnerable to changes in the business cycle or to recessions	Yes	0	0	6	18	Recession/Climate	
SQ-001-49	Our customers and/or suppliers are enjoying growing bargaining power	Yes	0	0	6	18	Member Empowerment	
SQ-001-50	Members Choice and Selection of Competitive Services	Yes	0	0	6	18	Different Provider Selection	
SQ-001-51	Demographic changes are having a negative impact on business	No	6	0	0	6	Demographics	
SQ-001-52	Accessibility Barriers	Yes	1	0	5	16	Access Barriers	
SQ-001-53	Government could change this industry with little or no warning	Yes	0	0	6	18	Government	
Total			13	0	53	172		

Strategic Baseline



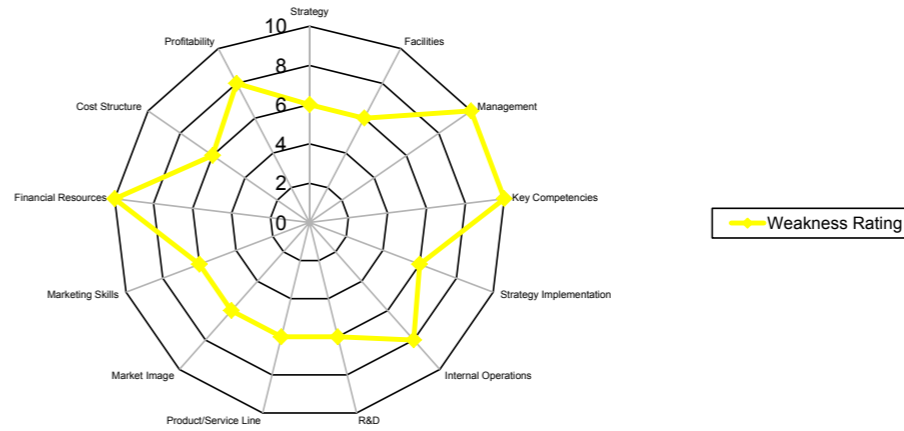
Series1

Total Strengths	246	Total Weaknesses	94
Total Opportunities	150	Total Threats	172
Total Strength and Opportunity	396	Total Weaknesses and Threats	266

Strategic Baseline 130

4

Weakness Rating



Weakness Rating

QID	Question	Response	Disagree	Neither	Agree	Weakness Rating	Category	SCALE
SQ-001-31	We have no clear strategic direction	Disagree	6	0	0	6	Strategy	Disagree
SQ-001-32	Our facilities are obsolete	Disagree	6	0	0	6	Facilities	Neither Agree or Disagree
SQ-001-33	We are lacking managerial depth and talent	Disagree	4	0	2	10	Management	Agree
SQ-001-34	We are missing key skills or competencies	Disagree	4	0	2	10	Key Competencies	
SQ-001-35	We have a poor track record in implementing strategy	Disagree	6	0	0	6	Strategy Implementation	
SQ-001-36	We are plagued with internal operating problems	Disagree	5	0	1	8	Internal Operations	
SQ-001-37	We are falling behind on Research & Development	Disagree	6	0	0	6	R&D	
SQ-001-38	We have a narrow services line	Disagree	6	0	0	6	Product/Service Line	
SQ-001-39	We have a weak market image	Disagree	6	0	0	6	Market Image	
SQ-001-40	We have below average marketing skills	Disagree	6	0	0	6	Marketing Skills	
SQ-001-41	We are unable to finance needed strategy changes	Disagree	4	0	2	10	Financial Resources	
SQ-001-42	We have higher overall costs relative to our key competitors	Disagree	6	0	0	6	Cost Structure	
SQ-001-43	We have subpar profitability	Disagree	5	0	1	8	Profitability	
Total			70	0	8	94		

WCS Board Goals 2010 - 2011	WCS 2010-2011 Evaluation 01.23.10	WCS Board 2010-2011 Evaluation 005.08.2010	WCS Board 2010-2011 Evaluation 7.24.10	Annual Board meeting October 23
1 Hire or train staff to raise competency in implementing state of the art technology at WCs	ED reported that WCS conducted a staff review of all staff certifications. Reviewed staff competencies.	Ed reported that WCS has implemented plans to increase, motivate and stimulate staff performance to achieve higher performance levels and meet WCS goals. Ed reported to the WCS Board that staff competency level has shown improvement over the last 6 months. ED reported that WCS staff required to attend a personal computer training. ED reported that staff are utilizing computers to fill out reports timely.	ED reported that all WCS Staff have taken Computer Training Classes, Classes ended August 2010. Copies of certificates of completion are in staff files. ED also reported that staff have also provided peer-to-peer training.	Staff meets mandatory state training requirements per year as needed to increase skill level in meeting job performance and expectations. Computer competency has increased having received certification in Microsoft Word.
2 Conduct a needs analysis (evaluation) to offer expanded WCS services.	WCS conducted an evaluation and determined the need to expand WCS Programs, based on current market. Evaluation will continue to be in progress for WCS program expansion.	WCS evaluation is in progress WCS consulted with Banker, however the banks are not doing loans at the present time.	WCS Board has agreed to expand WCS services to include HIV/AIDS Case Management Services. To promote HIV/AIDS Prevention and Education in the community.	WCS has met with Dept. of Corrections state pre-release coordinator. Handed out marketing brochure and send over referrals form to be completed March 2011.
3 WCS should review large corporations introducing services in WCS market.	ED reported WCS conducted market analysis. ED introduced HIV/AIDS Case Management	HIV/Case Management Program is in progress. ED and Board member reported on other services providers in the areas that provide HIV/AIDS Case Management Services.	HIV/AIDS Case Management to be in full operations December 2011.	Developing relationship to promote HIC/AIDS case management program by attending the Ryan White Consortium, Atlanta HIV AIDS Planning Council, Cobb County Health Department, AIDS Atlanta, Dept. Of Corrections Pre-Release Program, etc.
4 Review and visit other facilities offering similar WCS services.	WCS hired a temporary Marketing Manager to go out and review other services similar to WCS in the community to see how we can link the services together.	Marketing Manager scheduled to go out and review other services similar to ours to see how we can link the services together. Consulted with another provider to determine if a "pair " working relationship can could be developed. awaiting an response.	Attempted to get private clients but found it hard to get long term care insurance clients, attempted to penetrate the managed care market but unsuccessful in identifying clients for long term care services	Marketing efforts are ongoing