



In the epic business texts Built to Last and Good to Great which examine how leading enterprises advance and sustain themselves, one key principle that Jim Collins and Jerry Porras emphasize is something called “The Hedge Hog Concept.” Simply put – it means – making a decision to be best in the world at **one thing**.

ThinkThroughTools’ Hedge Hog Concept is to be

BEST IN THE WORLD AT...enabling our customers to Safely Generate Sustainable Medically Necessary and Appropriate Flight Requests



Doing this will cause the high-yield outcome to have sufficient completed patient loaded missions to generate vital revenue to operate and grow. Thus citizens, visitors and communities are served. Jobs are created, sustained and increased. Taxes are paid by those employees, the operating entities and - world-wide to support the communities of the thousands of vendors and suppliers of our customers.