

From: John Danaher
Sent: Thursday, April 30, 2009 1:23 AM (GMT)
To: **Nursing Employees**
Cc: **Nursing Employee**
Subject: RE: Pricing Comparisons

This is very helpful.



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Building Futures

From: **Nursing Employee**
Sent: Wednesday, April 29, 2009 5:47 PM
To: **Nursing Employee**
Cc: John Danaher; **Nursing Employee**
Subject: Pricing Comparisons

Hi **Nursing Employee**

I took a look at the San Diego and San Antonio markets to see how our program pricing stacks up. Unfortunately (or fortunately) we don't have a ton of for-profit competitors in either location so there may be some room to increase pricing. For the model, I suggest we leave their price at the current rate and take a modest increase each year.

Here're some notes on the 2 markets:

San Diego and Vista:

- There are 10 competitive schools in the San Diego metropolitan area in addition to the two Kaplan programs (6 private, 6 public)
- None of the 4 other private programs in the area offer an LVN or ADN program
- The public competitors have pricing that's way lower (for instance Maricosta charges \$10,500 for the VN program) but they are not comparable institutions. Since those public programs have long waiting lists, we have the ability to charge a premium in this market.

San Antonio

- There are 6 competitive schools in the San Antonio metropolitan market in addition to Texas Careers (3 private, 4 public)

Confidential

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- Galen is the only private competitor that offers an VN and ADN program. I found their tuition in KY is \$18,800, but they don't publish the tuition in TX. I will have to give them a call tomorrow but they typically don't share this info over the phone.
- The public competitors are similar to California in that they are way lower but not comparable.

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