

CASE STUDY: COMPANY/SOFTWARE DEVELOPMENT

INDUSTRY

Medical Marketing & Analytics

SERVICES PROVIDED

Project Management, Strategic Business Process Consulting, Vendor Relations

COMPANY

Company offering intelligent marketing for doctors and clinical boutiques

CHALLENGE

Help build a new client startup providing a sales & marketing program that supplies all the tools necessary to drive patients to a medical practice.

SOLUTION

I created, designed, and developed a business concept to sell medical practices on membership services to drive and keep patients. This included creative initiatives to draw doctors & patients to events plus a robust patient retention program we implemented for the doctors and their patients. Used a proprietary technology called PRIME market analytics, MS SharePoint, MS SQL Server, plus custom developed application, and website portals for the doctor members. Company generated \$9 million in year 3. Sold to a large medical device marketing company.