



DECEMBER 2020

BUSINESS TRANSFORMATION

For a healthcare product company to scale globally with partner sales and product versioning.

BROWNE & MOHAN

CLIENT PROFILE



Client with non-clinical application wanted to go global and scale profitably. They had three versions of products, pricing and channel strategies were ad hoc. Client also wanted to realign global sales to be primarily to be driven by partners. Client also wanted to bring focused review at sales and board level.

SERVICES OFFERED

Browne & Mohan consultants suggested unbundling the solutions so that client hospitals could choose the module they would like to adapt. Partner strategies to ride on healthcare information systems (HIS), EMR, and practice management were rolled out. Channel, branding and marketing were spruced up and global sales organization was completely realigned. Browne and Mohan consultants institutionalized the board review process..

KEY AREAS OF IMPROVEMENT

1

PRODUCT REALIGNMENT,
VERSIONING

2

PRICING AND GTM FOR
INTERNATIONAL MARKETS

3

GLOBAL OEM PARTNERSHIP,
VAR MODELS

4

BOARD REVIEWS, CIP MODELS

