
Project Overview

Client

A software company producing integrated practice information management software solutions for college and university health centers and multi-specialty medical practices.

The Challenge

- Differentiating their product from the crowd of competitors sharing their selling space
- Increasing the value of, and demand for, their software

Our client's market was flooded with competitors whose products were all at risk of being perceived as a commodity item. They also found it difficult to sell to higher education, a market that tends to be relatively conservative and suspicious of vendors, and is not predisposed to fairly listen to those not familiar with their professional environment and campus culture.

The Vision >>

To position our client as a company that understands, anticipates, and meets the emerging demand of their clients for increasingly sophisticated software solutions that link clinical documentation with practice management.

The Strategy >>

- Designed the content and scope of our client's electronic medical records system
- Provided sales strategy support with consultative information regarding prospect schools
- Partnered with this client to combine K&A consulting services as an option for implementation planning and support for new clients

The Results >>

After eighteen months, our client's pilot software is now being used at four universities.

Keeling & Associates Project Solution

- Product and service design
- Business development and sales strategy
- Strategic communications
- Experience, reputation, and best practices