

Digital Health Product Strategy – Value Proposition & Market Intelligence

Challenge

- An academic medical center was in the initial stages of building a digital health platform to manage oncology patients across the care continuum.
- As part of their go-to-market strategy, they needed to clearly define the product value proposition, product definition, business model, and product pricing to attract and retain patients for additional sources of revenue.
- We were asked to validate the value proposition, product pricing, and identify additional solutions to enable via the platform that can generate additional revenue for the client.

Solution

- We completed market intelligence by engaging directly with providers and payers to determine current pain points in the oncology care continuum.
- Using the market intelligence, we identified oncology solutions that can be enabled via the platform and prioritized them for the client including using Artificial Intelligence to identify high-risk patients.
- We assisted the client with regulatory headwinds including bundle payments, payment reimbursement, enhancing oncology model, and 340B drug pricing. Additionally, we provided the client with market trends and a go-to-market strategy for the digital health product.

Results

- We identified additional solutions that the client was able to enable via the digital health platform.
- We provided intelligence and insight on how to price product solutions given all the regulatory policies including payment bundles, enhancing oncology model, and 340 drug pricing.
- The client was able to successfully pivot, build a Minimal Viable Product, and go-to-market using the solutions we recommend.



Product Management



Solution Delivery



Concept to Delivery



Design Thinking