



INTERNAL VALIDATION USE CASE

Sample Use Case: Patient Engagement Solution for Care Management

- **Description:** Patient Direct sells a mobile patient engagement solution to providers to manage care for their patient population. Users include providers and patients
- **Need:** executives prepping business for Capital raise. Overall assessment of business needed and product team wants details to finalize 12-18 month product roadmap.
- **Timeline:** 6-8 weeks
- **Value Proposition:** Data will provide executive team information to evaluate personnel and processes across every business unit. Product team receives detailed information from clients on current product and proposed future product vision



How Validation Would Be Performed

- 1. Identify Respondent Audience:** Determine from current customer base (50) who the respondents are and what business function are they going to provide feedback on - include specific demographic details (i.e. gender, age group, location)
- 2. Formulate Ideal User Experience/Value Proposition:** Determine which business functions (or all) are we getting feedback on? All business units need to be assessed. Product questions focused on current and future vision. Showcase future attributes thru video (featuring new workflow and value prop). Create feedback bank (questions we want answers to)
- 3. Recruit Respondent Audience:** 200 respondents, average of 4 respondents per customer.
- 4. Showcase and Perform Validation:** Load BAHA feedback engine with client approved feedback bank and open validation period
- 5. Analyze and Provide Insights:** Review feedback data, run analytics, and flush out trends and insights

Additional Use Cases

1. Nursing rounding solution
2. Consumer centric device for tracking medication adherence
3. Unified communication for nurses
4. Hardware: Table and cabinet solution for use in patient rooms

Sample Use Case: Patient Engagement Solution for Care Management Analytics-Insights-Actions-Results

Analytics: 65% of respondents had “buyers remorse” - product did not represent what they were sold. 80% of respondents selected 4 future applications that they wanted to see next. 92% of respondents approved of the 24hr support promise. 70% respondents claimed implementation took longer than projected. Dept. Ratings (approval ratings): Sales – 65% (45% for sales personnel), Implementation – 45% (80% for project managers), Account Mgmt/Support – 90%.

Insights: Analytics showed Patient Direct should focus on the following:

- Product gaps existed, product not delivering what is being sold – suffering from “Vaporware” selling
- Prior to dedicating resources on suggested future applications, understand how to refine current applications to meet current customer demands
- Assess market opportunity of future applications that are being considered for development
- Analyze entire sales organization and make necessary changes, including sales materials, sales personnel and leadership
- Based on detailed feedback, make necessary changes to implementation process
- Replicate exemplary customer support skills training with other customer facing areas especially sales and implementation

Actions: Based on the analytics and insights, Patient Direct took the following actions:

- Launched cross discipline team to look into product gaps and sales messaging. Minimized overselling and under delivering
- Conducted Market Validation around 4 future applications mentioned by current clients
- Authorized and empowered Project Managers to streamline implementation process. Cut lag time to meet projected assumptions
- Made personnel changes in sales organization, including hiring new sales leader. Streamlined sales messages to be more inline with existing product and around growth vision (including use of Internal Validation data)
- Rewarded exceptional performance of Account Mgmt/Support team and requirement of all client facing employees to receive customer experience training.

RESULTS: Strategic steps taken led to the following key milestones:

- Market validation data created better go to market strategy and led current investors to contribute additional funding for product development
- Under new sales leadership and messaging, revenue increased 15%
- Time to implementation dropped by 24% and projected timeline was 81% within actual
- Addressing product gaps led to decrease in support calls and executive involvement (time/travel cost decreased)
- Significant cost savings resulted in 16% drop in overall expenses, adding 3% to bottom line



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INFO@BAHAENTERPRISES.COM



703-585-2376

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