

Positioning a Promise: Standing out in a Sea of Health Technology Platforms

What's this about?

- Healthcare IT positioning
- Product name and logo
- US positioning strategy
- Surveys, In-Depth Interviews (IDIs)
- Customer groups: Providers —VPs of IT and CIOs in ACOs, IDNs; Payers/Health insurance companies

Who are we?

ResearchWorks is a strategic consulting firm with deep roots in custom research, serving health and healthcare organizations from idea to market.

What's our magic?

We use our deep Healthcare industry experience, behavioral science roots, and intellectual firepower to translate advanced research into winning strategies and validated decision paths for better products and more effective marketing. Our creative team then provides proven tools to build your brand, shape your products and services, and go to market with powerful messaging.

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The Challenge

A world-class payer/provider healthcare system called us in to help them stand out from competitors with their comprehensive health IT software solution. As they were preparing for pre-launch activities, they knew they needed to develop a solid name and logo —though they had not yet developed a validated product positioning strategy first. They needed to be quick and strategic.

The Breakthrough

We did a deep dive with the internal team on ways they believed they could stand out and attributes they believed would strengthen their value proposition. We examined the competitive landscape and created a Namescape and Logoscape to establish open spaces in the market. We then developed logo concepts and names that reflected the desired positioning, and tested them with target audiences —US payers and providers. This provided clarity for the ongoing creative development.

The Win

The winning name and logo were spot-on strategically and elicited the right perceptions. They communicate to the target customer all the elements that must work together within a care setting —the practitioner, patient, and billing department. The shining points of intersection symbolize where data comes together for better healthcare decision-making and simplified workflows. The name and logo connote an intuitive, accurate solution that inspires confidence and is expansive, supportive, and future-proof.

