

Wireless Care in Hospitals: Evolving From Devices to Health IT

What's this about?

- Healthcare IT global positioning strategy
- Key Opinion Leader interviews, In-Depth Interviews (IDIs)
- Customer groups: Hospital VPs of IT, CIOs, Biomed
- Countries: Japan, Thailand, Australia, Saudi Arabia, France, Germany, Austria, Holland, Denmark, Belgium, UK, Canada, US

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

Pivoting from being known as a Med Device company that “sells boxes” to also offering Health IT has been a challenging proposition for many evolving manufacturers. One of our global MedTech clients needed a world-wide strategy for taking patient monitoring and IT solutions to the next level of wireless care with a health IT platform that integrated into existing hospital IT backbones. With a strong brand reputation in some of the target countries but under-known in others, they needed a validated campaign that would resonate throughout.

The Breakthrough

The good news—we quickly tested internal hypotheses of how to position the new offering throughout several global markets. The bad news—their drafted strategy did not resonate. However, using our advanced research methodologies, international healthcare expertise, and translation/transcreation experience, we generated strong insights that we used to develop a new strategy, which won over target hospital buyers.

The Win

We helped our client avoid wasting dollars on ineffective creative and positioning with our proven CustomerFirst™ approach. Because we were able to get the drafted creative and proposed positioning from our client's ad agency out in front of target customers, we were able to shore up shortcomings and elevate the pitch. This meant that instead of going straight into production with collateral that “looked and sounded good,” we were able to help the team develop effective creative that was on-strategy and proven effective.