



ibx

an **illuminate business experience** retail + healthcare success story:

a fashion **retail company** enters health and wellness space

infoedge 
change your future

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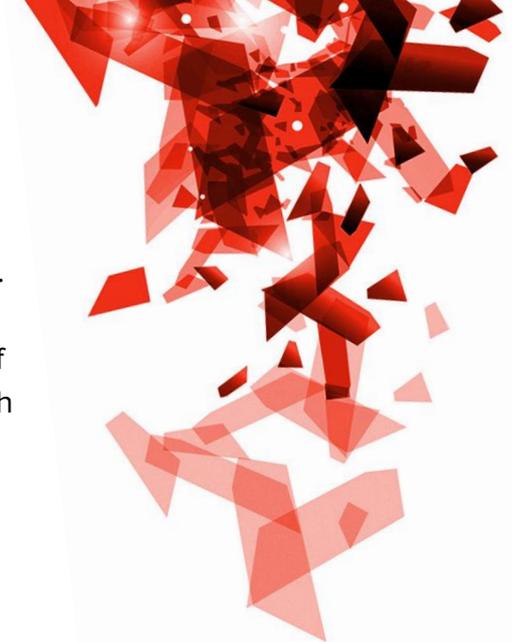
the client's healthcare technology implementation success story

Rising deductibles and premiums have bred a culture of healthcare consumerism. Patients are shopping for value-based care and hospitals are directly reimbursed against treatment outcomes, patient satisfaction, and overall well-being. In light of this transition, taking care of people before they get sick is a priority. As the health and wellness sphere expands, retail giants are taking a slice of this pie traditionally dominated by hospitals, insurance companies, and employers.

When a **retail client came to infoedge with a unique situation to enter the unfamiliar health and fitness landscape, the team developed a new strategy and action plan to launch** and position the client's fitness wearables against existing players. infoedge differentiated the client from competitors by highlighting and taking advantage of the product's aesthetic qualities and stylish appeal, as well as the client's mass media marketing expertise. infoedge also helped the retail client design and develop a health and wellness dashboard as an enabler to interact and gain new buyer types, including large businesses and corporations.

This resulted in a successful entry with \$10B+ total addressable market.

infoedge assured expertise and value for the client through comprehensive market research and product management. Business objectives were aligned from product planning to delivery to best reflect client needs. The client's ability and willingness to adjust business and technological requirements greatly contributed to the speed of market penetration.





the client's objectives

A retail company recently acquired a fitness wearable in a quarter billion acquisition. To help our client make a **successful transition into the healthcare industry**, infoedge built a go-to-market strategy, as well as managed the development of a health and wellness dashboard to attract new buyer types, including large corporations and businesses in a B2B model.

A deeper understanding of the wearables landscape was required to develop robust and sustainable sales and marketing strategies for the near and long-term. In order to build a corporate clientele, the client was in the process of developing a dashboard for administrators, employer groups, and organizations to facilitate group fitness activities and wellness competition.

infoedge intersected at the development stage and provided product development oversight. infoedge assessed employee and HR manager voice of customer interviews against the competitive landscape to inform critical success factors, resulting in business and technology requirements for the platform.

how we solved the problem



key insights:

1. Preventative health plays an increasingly major role as fee-for-service shifts to value-based care. Keeping patients out of the hospital through routine exercise helps to reduce risks of chronic conditions and prevent injury, lowering costs for patients, employers, and insurance groups overall.

This trend accounts for a \$10B+ market opportunity.

2. Employer participation in employee health and wellness boosts employee morale, productivity, and satisfaction levels. **For self-funded employer groups, it has the potential to drive down insurance premiums, amounting up to \$150 in savings per employee.**
3. Gamification serves to educate, remind, and incentivize users to build long-lasting behavior and habit-forming results. Winners receive applauds and rewards to motivate ongoing engagement. **Gamified platforms lead to 1.5x better engagement compared to others.**
4. **Social engagement**, via a communication channel enabling applauds, messaging, and post shares between family and friends, **enhances individual accountability.**

how we solved the problem



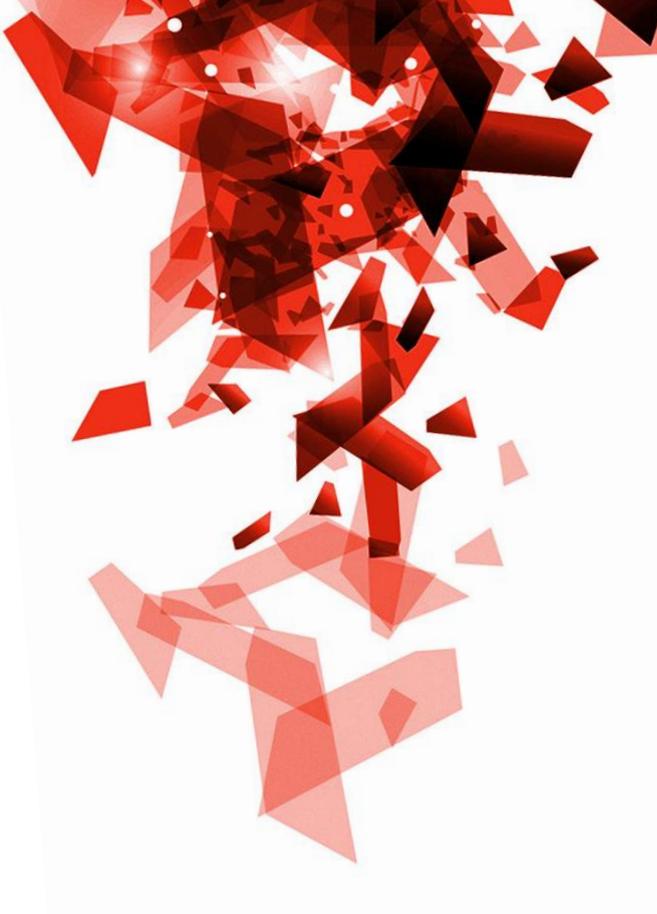
implementation:

The client received a final report that included the following tools and information:

Go-To-Market Strategy: infoedge translated a market strategy comprehensive of market segmentation, consumer value propositions, potential revenue streams, and total addressable market into a specific action plan on how to reach customers and achieve a competitive foothold. This is essentially a blueprint describing the delivery process of a product or service to the end user, taking into account market penetration, distribution strategy, revenue, and profitability expectations.

Product Design & Development Oversight: As part of the overarching support, infoedge helped design and oversee the development of the corporate health and wellness platform product lifecycle from concept to delivery.

Research and Key Insights: Through the research and interviews conducted, the team found key business requirements to drive a cohesive business plan. These include employer accountability of health, preventative health to reduce healthcare costs, and gamification to build lasting behavior. Such research provided valuable context for clients in understanding their given markets and formulating a strategy incorporating up-to-date trends.

An abstract graphic consisting of numerous overlapping, semi-transparent red and dark red geometric shapes, primarily triangles and polygons, scattered across the upper left portion of the page. The shapes vary in opacity and size, creating a dynamic, crystalline effect.

the infoedge approach

Building a strategy to incorporate new technologies in a saturated market requires in-depth research regarding the current ecosystem, analysis of competitor businesses, and a careful understanding of the process of product lifecycles. At infoedge, we pride ourselves in building tailored solutions to the unique challenges the clients provide. Just as how the world of technology is constantly evolving, so do the methodologies and techniques we employ. Without a cookie cutter strategy or response, we can formulate unparalleled, custom stratagems for successful solution implementation of new technologies.

The integration of new technologies in an unfamiliar healthcare market necessitates a keen understanding of the current market, which involves the right set of knowledge, tools, and evaluation methodologies. With the tools and services infoedge provided, the client can proceed with confidence and choose the right path to follow for their company. We provided short and long term strategies effective in the current market and critical success factors and requirements to effectively and seamlessly integrate their newly acquired technology.

If you would like to learn how infoedge can help improve your information technology capabilities, contact us at:

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or email us at info@infoedgellc.com.