

A Summit ROI Model Helps Swift Medical Close 100% of its Enterprise Deals

Summit Health Advisors

The Summit-created model is now an essential part of the sales process.



The model was crucial in closing

100%

of Swift's enterprise deals.



OVERVIEW

Swift Medical is the global leader in digital wound care. Using proprietary AI-powered technology, Swift supports teams to automate data capture, streamline reporting, and better leverage wound expertise, resulting in earlier intervention, higher quality care, and a strong ROI. More than 4,100 healthcare organizations in the US rely on Swift's high-precision imaging, compliant documentation, clinical analytics, and remote care opportunities to deliver standardized, accessible, and equitable wound care for all patients.

Summit Health Advisors has partnered with Swift as a trusted extended team member for more than three years, with Summit founder Seth Joseph acting as a fractional Chief Strategy Officer.

Siobhán Gibney Gomis of Swift worked with Seth to plan the launch of a new business unit focused on home health. Seth acted as a thought partner for Siobhán, and helped turn Swift's goals into a solid, actionable GTM strategy and pricing model.

“The ROI model created by Summit was instrumental in closing every single one of our enterprise deals.”

Siobhán Gibney Gomis

VP of Home Health (Enterprise), Swift Medical



ISSUES

A sales kit, including an ROI model, was one element of the GTM plan. Knowing the model would be crucial to closing enterprise sales and lacking the internal resources to build a model with the required depth and statistical analysis, Swift tapped Seth for model creation.



APPROACH

Seth used his extensive experience with the revenue and cost impacts of digital health tools to work on a more thorough ROI model that took into account how clients achieve ROI, the many opportunities for potential savings, and market dynamics. Combined with Siobhán’s continuous learnings from clients and potential clients about the way they would use Swift Skin & Wound, Seth created a plug-and-play ROI model with deeper, statistically validated data that provided much more accurate and trustworthy savings estimates.

For more information,
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Summit Health Advisors is a
healthcare consulting firm
focused on digital health and
innovation, specializing in
helping multi-sided platforms
succeed and scale.