Conexia is an intelligent health information services company born from a vision to deliver integral solutions connecting all relevant stakeholders - the payers, the providers and the patients.

### Project Overview

1. **Phase 1**: To drive physician adoption of its new product, Prestador, Conexia is seeking help with developing a communication plan to market to physicians (single doctor clinics).

2. **Phase 2**: For its existing product, Conexia is seeking to improve the user experience and develop new indicators to communicate to customers.

### Our Approach

- **Phase 1**: Remote research analysis for Prestador
  - Literature review of marketing strategies and communication plans
  - Case studies of digital health companies’ best practices
  - Performed off-site

- **Phase 2**: Onsite research and interviews for existing product
  - Understand existing product and user experience
  - Initial background understanding performed off-site
  - Analysis performed onsite

- **Final Deliverables**: Recommendation development
  - Phase 1 delivered in December
  - Phase 2 delivered in January

### Recommendations

#### Phase 1

**Minimum Viable Product Recommendations**

- **Secondary Research on Provider Scheduling Systems**
  - Popular stand-alone provider scheduling systems provide easy or convenient integration with Google or Microsoft calendars. For example, Optimon calendar schedules multiple appointments to the same provider.

- **Prominent EHR Features**
  - E-prescribing
  - Locating and reviewing patient information
  - Drug/allergies checks and enabling other physicians to access patient records

**Case Studies & Key Takeaways**

- **Case Study 1**: “douxair, the largest and fastest growing social network with 60% of all US physicians as registered users
- **Case Study 2**: Conexia
  - Cloud-based physician and hospital IT solution, ranked #1 among clinic practices of two to five physicians
  - Develop relationships with key customers and industry influencers
  - Communication plan: Case Studies, Demos, Webinars, KPIs
  - Testimonials

**Key Takeaways**

- Find partner and advocates that have broad access and heavy influence on decision making
- Product demonstration and face-to-face interaction works better than any other marketing material

#### Phase 2

- **Strategically prioritize key providers**
- Strengthen collaboration between Delivery Team and GSI on training, info sharing, and ticket tracking
- Introduce KPIs that improve provider satisfaction and service efficiency
- Build a feedback culture and knowledge sharing mechanism
- Introduce real-time feedback process after calls to evaluate Help Desk agent performance
- Upgrade CRM, connect CRM with call management tool, client implementation solution system, and payers

![Image](https://example.com/image1.png)

### Key Recommendation

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<thead>
<tr>
<th>Provider/Physician</th>
<th>Internal Collaboration</th>
<th>KPI Development &amp; Enforcement</th>
<th>Feedback Culture Building</th>
<th>Provider/Payer Feedback Collection</th>
<th>CRM System Upgrade</th>
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</thead>
<tbody>
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