

CASE STUDY:
**GROWTH STRATEGY AT A
TELEHEALTH ORGANIZATION**

● **The Burnie Group**

EXECUTIVE SUMMARY

The board of a privately held tele-health solutions and service provider reached out to The Burnie Group to propose an actionable growth plan that would get the company from \$25M to \$100M in revenue over a 3-5 year span. With 250 employees, the company's primary focus is to provide a network of physicians to payers (insurance companies and employer groups) to ensure remote care is accessible to their covered populations.

In order to continue providing this service, and expand their territory The Burnie Group focused on numerous elements, including a fact-based assessment of the current state of the company, analysis and prioritization of potential opportunities, design of the future-state and an execution roadmap, to design a strategy tailored to the organization and its particular needs.



CLIENT CHALLENGES

With investment from a private equity fund they were looking to grow exponentially over a relatively short period of time, and reached out to The Burnie Group to provide guidance on the following items:

- Reducing costs and increasing access to their product
- Quadruple profits in a 3-5 year span
- Identify key market segments to pursue and invest in
- Develop a sustainable growth strategy
- Become the leader in connecting patients with practitioners

“Your strategy document was very well thought out and well structured. Really great work!”

– Board Member

SOLUTION

With employee and board input, The Burnie Group developed an innovative strategy that set a new direction and could be executed rapidly to ensure goals were met. This strategy included the identification of potential markets for growth, and a plan to build distinctive core capabilities. By growing their delivery platform and enabling providers, the tele-health provider would be well-poised to achieve their goals.



SET A NEW DIRECTION

We identify new opportunities to grow across new channels, customer segments and markets.



INNOVATE

Use new approaches and design new products and service offerings.



EXECUTE RAPIDLY

Define a careful execution path and then implement quickly.



● The Burnie Group

In-depth insights in record time: Connect with us today to get started!

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