

CASE STUDY

Expanding Beyond the Core to Unlock New Growth

CWH Advisors helped a leading healthcare technology company define and validate high-value product expansion opportunities beyond its core digital ordering platform.



CLIENT SNAPSHOT



CLIENT TYPE

National Healthcare Technology Company



INDUSTRY

Healthcare Technology



ENGAGEMENT FOCUS

Product Expansion Strategy & Market Validation



ABOUT THE CLIENT

A leading digital ordering platform connecting hundreds of thousands of healthcare providers with thousands of medical equipment suppliers nationwide.

THE BUSINESS CHALLENGE

Leadership sought to define new product capabilities that could extend the platform beyond digital ordering while addressing meaningful, unmet needs across the DME/HME ecosystem.

- Considered expansion opportunities beyond the core ordering experience.
- Faced fragmented supplier processes across qualification, payer requirements, patient engagement, and analytics.
- Sought clarity on where the platform could expand without duplicating existing market solutions.
- Required market validation to distinguish recurring customer needs from isolated requests.
- Needed clearly defined product concepts to support informed product investment decisions.

OUR APPROACH



DISCOVER

Mapped supplier workflows, market trends, customer needs and competitive capabilities.



IDENTIFY

Identified high-value opportunities where unmet needs aligned with the platform's strengths.



DEFINE

Developed product concepts around customer value, workflow needs and differentiation.



VALIDATE

Tested concepts with customers, market leaders, and internal stakeholders.

OUTCOMES & VALUE DELIVERED



MARKET CLARITY

Established a clear view of priority market needs and where the platform could create differentiated value.



PRIORITIZED OPPORTUNITIES

Narrowed expansion opportunities based on customer value, strategic fit, and market potential.



PLATFORM DIRECTION

Defined a broader vision for extending the platform beyond its core ordering workflow.



EXPANSION ROADMAP

Created a phased path connecting near-term opportunities with longer-term platform growth.



WHY IT MATTERS

Successful product expansion starts with defining the right opportunities. Market insight and customer validation can help identify unmet needs, prioritize product concepts, and build a focused path for growth.



FACING A SIMILAR CHALLENGE?

Let's connect to discuss how CWH Advisors can help you define and validate your next product opportunity.



cwhadvisors.com



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