

CASE STUDY

Turning Product Vision into an Enterprise Roadmap

CWH Advisors translated prospective product expansion strategies into market-validated business requirements, capability definitions, and a sequenced roadmap for development and commercialization.



CLIENT SNAPSHOT



CLIENT TYPE

National Healthcare Technology Company



INDUSTRY

Healthcare Technology



ENGAGEMENT FOCUS

Go-to-Market Planning & Execution



ABOUT THE CLIENT

A national digital ordering platform connecting healthcare providers, medical equipment suppliers, and payors across home-based care workflows.

THE BUSINESS CHALLENGE

Leadership sought a market-validated framework to translate product expansion strategies into clear business, functional, and execution requirements.

- Needed greater clarity around workflow requirements and stakeholder value for prospective capabilities.
- Sought market validation of supplier pain points, adoption potential, and high-value use cases.
- Required clearer priorities for differentiated product capabilities and market positioning.
- Faced an evolving competitive landscape requiring stronger differentiation.
- Wanted a practical path from product concept through implementation and commercialization.
- Needed greater clarity on the investment and organizational requirements to support product development.

OUR APPROACH



DISCOVER

Conducted supplier interviews and assessed market dynamics, product evolution, and competitive activity.



MODEL

Developed expansion concepts defining capabilities, workflow, stakeholder value, and technical requirements.



VALIDATE

Tested expansion concepts against customer needs, adoption drivers, and external market insights.



DELIVER

Built a sequenced roadmap with product priorities, development requirements, and a path to commercialization.

OUTCOMES & VALUE DELIVERED



ADOPTION PRIORITIES

A prioritized product expansion roadmap grounded in customer needs, market evidence, and platform strategy.



PRODUCT CLARITY

Clear functional requirements and technical considerations for building an intelligent platform ecosystem.



MARKET READINESS

Direction across implementation, proof-of-concept priorities, enterprise packaging, and commercialization.



MARKET-VALIDATED ROADMAP

Greater visibility into operational pain points and high-value drivers of enterprise supplier adoption.



WHY IT MATTERS

Healthcare technology platforms can create greater enterprise value when product investments align to validated customer needs, differentiated capabilities, and a clear commercialization path.



FACING A SIMILAR CHALLENGE?

Let's connect to discuss how CWH Advisors can help translate product expansion opportunities into a market-validated roadmap.



cwhadvisors.com



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