

CASE STUDY

Validating Market Potential for an Acute Telemedicine Investment

CWH Advisors conducted market and commercial diligence for a healthcare-focused investor, evaluating market attractiveness, competitive positioning, buyer priorities, and growth pathways for an acute telemedicine platform.

CLIENT SNAPSHOT



CLIENT TYPE

Healthcare-Focused Investment Firm



INDUSTRY

Acute Telemedicine



ENGAGEMENT FOCUS

Market & Commercial Due Diligence



ABOUT THE CLIENT

A healthcare-focused investment firm evaluating services and technology businesses that improve care delivery.



"This deliverable is every bit as good as a legacy consulting firm."

Managing Partner
Healthcare Investment Firm

THE BUSINESS CHALLENGE

An investor sought an independent view of an acute telemedicine platform before making an investment decision.

- Assess the market's size, growth outlook, and most attractive acute care subsegments.
- Evaluate the target's competitive position and differentiation across clinical coverage areas.
- Understand hospital purchasing criteria, customer priorities, and perceptions of leading vendors.
- Identify operational constraints that could limit scalable deployment and provider network growth.
- Test the durability of direct sales and channel partnership strategies.
- Clarify strategic growth pathways across adjacent specialties and multi-specialty care.

OUR APPROACH



DISCOVER

Interviewed customers and market stakeholders about purchasing criteria.



MODEL

Sized market segments and assessed growth across priority acute care settings.



VALIDATE

Benchmarked competitors across positioning, capabilities, and key value drivers.



DELIVER

Translated findings into investment implications and a focused value creation agenda.

OUTCOMES & VALUE DELIVERED



MARKET OUTLOOK

Established a clear view of market growth and priority acute care market segments.



COMPETITIVE POSITION

Clarified differentiation across clinical breadth, integration, and service quality.



BUYER PRIORITIES

Captured hospital views on ROI, clinical outcomes, interoperability, and partnership priorities.



GROWTH ROADMAP

Defined opportunities across specialties, sales channels, and value creation priorities.



WHY IT MATTERS

Investors evaluating virtual care platforms must distinguish durable demand from short-term adoption trends. Independent market evidence and buyer insight create clearer conditions for investment and post-close growth.



FACING A SIMILAR CHALLENGE?

Let's connect to discuss how CWH Advisors can bring clarity to healthcare investment decisions.



cwhadvisors.com



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