

Unifying ESG, Procurement, and Healthcare Strategies with Precision Data

Industry: Healthcare (Telemedicine)

Client Overview:

A leading telehealth provider in Australia, specializing in remote patient consultations and digital healthcare solutions. Based in Sydney, the company generates \$75 million in revenue and employs between 50 and 150 professionals.

Objective:

The client sought a scalable telehealth platform that complied with Australia's Privacy Act while seamlessly integrating with My Health Record. Additionally, they required solutions that adhered to HIPAA-like standards for U.S.-based patients.

Challenges:

Adoption Barriers: Resistance from rural clinics to transition to digital healthcare tools.

Decision-Maker Identification: Difficulty in pinpointing key IT stakeholders in public hospitals.

Solution:

After discovering our services through LinkedIn outreach, the client received a customized dataset including:

Telehealth Adoption Patterns: Market intelligence on clinics with a history of digital tool integration.

Hospital IT Decision-Makers: Verified contacts of administrators and procurement heads.

Results:

Faster Implementation: Streamlined adoption of the telehealth platform.

Improved Market Engagement: Targeted outreach to rural clinics and hospital IT teams.

Client Feedback:

"We were impressed with the accuracy and depth of the data provided. It significantly accelerated our telehealth platform's expansion and ensured seamless regulatory compliance."

