

# DIAGNOSIS: REDEFINING THE BRAND AND PROCESS MAKES FOR A POSITIVE CHECK-UP.

## THE IDEA

Healthcare Business Insights (HBI) is a platform that provides in-depth research and thoughtful insights across the core business functions found in hospitals and health systems nationwide. However, due to HBI's silo-like platform, users were presented with a complicated navigation, countless steps to obtain more information, and an overall messaging problem.

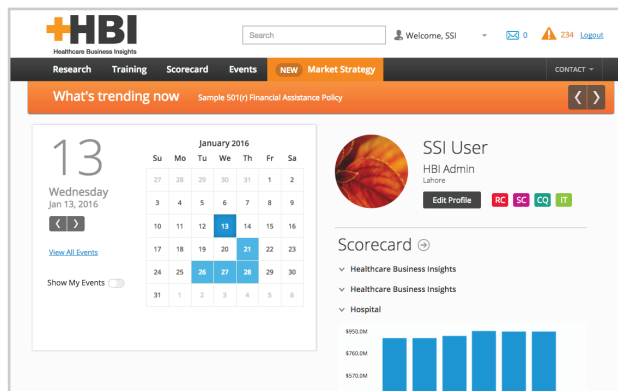
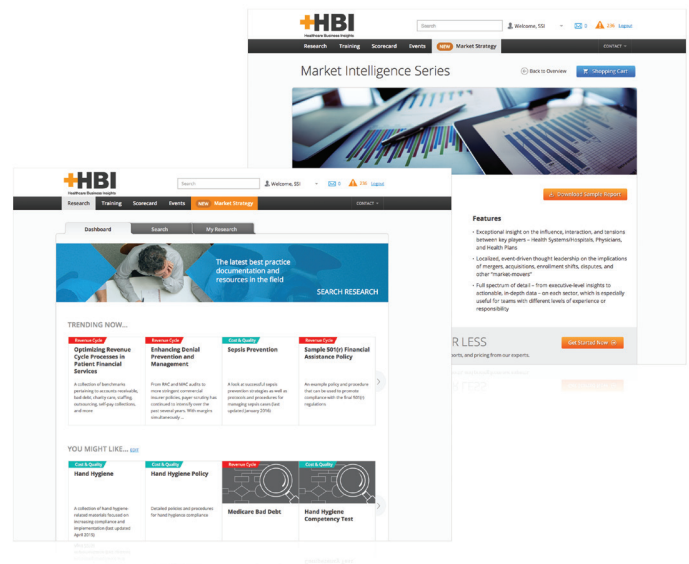


## THE INSIGHT

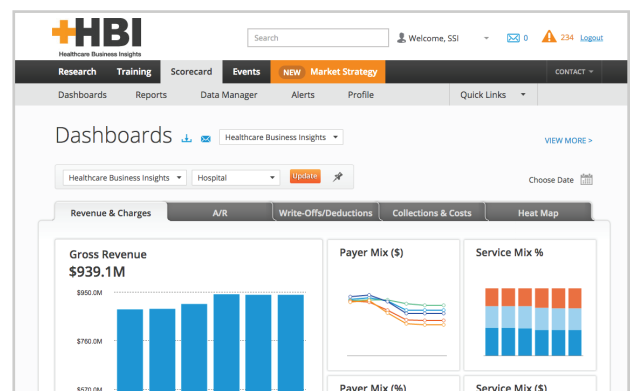
We sought to create a platform that not only consolidated all of HBI's services into one easy-to-use site, but also focused on presenting their core offerings into one solid brand. After conducting initial research, we conducted a complete overhaul of HBI's 10-year old brand. From an industry perspective, we were careful to keep all creative assets and messaging compatible with business standards. In addition, we revamped the structure of HBI's three core offerings: research, training, and analytics tools. By creating a robust assessment product, Scorecard, users were able to enter their data, specific KPI's, and revenue information to receive customized reporting data. In addition, our team implemented an in-house training LMS module that took away the need for custom development and regular upkeep.

## THE IMPACT

- After overhauling and streamlining HBI's Learning Management System, the company saved \$300,000 in maintenance costs
- Eliminated manual operations and automated processes by creating a messaging module in-house, keeping customers inside the HBI site
- Created a supply chain assessment service, eSourcing, which allowed hospitals and vendors to collaborate with each other to lower product cost



**HBI USER DASHBOARD**



**HBI SCORECARD DASHBOARD**

"Redefining who we are, both through aesthetics and content organization positions us as the leader in the healthcare research space."

**Mike Doyle**  
CEO