

SITUATION

Executives at a mid-sized health care company recognized that its industry and markets were changing at such a fast pace that they often felt surprised and flat-footed. Meanwhile, a constant barrage of email circulated internally inciting general confusion.

Management needed “a single source of truth” and to quicken its ability to understand and assimilate market and competitive changes so they could focus energy and resources on the most important threats and opportunities.



CASE STUDY: ON THE SAME PAGE

SOLUTION

Line of Sight deployed its Strategic Intelligence Program to systematically monitor the client’s markets and competition. A dedicated analyst collated all relevant content and organized it on a shared intelligence platform. Daily alerts kept stakeholders abreast of current developments while monthly summaries provided context and future-based insight.

“Our team is very impressed with the content you are providing! Our senior management team finds the monthly newsletter to be a perfect snapshot for their time.”

**Senior Vice President, Business Development
Health Care**

BENEFIT

Management no longer needed to spend time getting everyone on the same page. The team was able to quickly agree on market changes and the implications, so they focus on prioritizing and developing solutions. The whirlwind of emails dissipated, saving countless hours of lost productivity.



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