

# SITUATION

A new SVP of Strategy at a population health management provider found that the company was “trying to be all things to all people.” Customers and prospects were confused about the company’s overall value proposition and positioning.

The executive wanted to know: Which of our services are perceived as offering the most value? How does our value proposition stack up to the competition? Where should we allocate resources to focus on the most valuable customers and services?



# CASE STUDY: NEW STRATEGIC FOCUS

## SOLUTION

Line of Sight Group conducted a landscape analysis to assess where the client stood relative to the competition in each of its service areas. Win/Loss analysis provided sales team, customer and prospect perspectives. Perceptual mapping and financial/value analysis helped to answer the question of “where should we play?”

*“We engaged Line of Sight to help create and build a competitive intelligence competency. They assisted with product design, market positioning, sales and new product development. Since then, our business has experienced significant growth. The insight provided by Line of Sight contributed to that strategic advancement and growth.”*

**Chief Product and Strategy Officer, Health Insurance Company**

## BENEFIT

The new SVP was able to show the board of directors where the company provided the most value and focus on a set of core services and target markets. It also allowed her to invest in two new initiatives. She estimates the impact on revenue and cost savings at “well over \$1 million” and an ROI of over \$40 to \$1.



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