



# Crafting the Right Team To Answer the Client's Need

## CASE STUDY – PECS1

### I. START UP

#### Client:

A venture capital partnership which had invested in an entrepreneurial group led by several Harvard physicians sought to build a world class international system of hospitals and triage centers.

#### Task:

A review of existing state-of-the-art hospital software technology which would result in recommendations regarding how to make the new hospital's system world class.

#### Personnel:

Semaphore assigned its head of technology, a hospital operations software practitioner and a cross-border health care consultant on its itinerant staff. Two of the three spoke multiple languages and one was located overseas.

#### Results:

The report resulted in the investors funding the development of a key 'value added' technology component; a product enabling data bases to be integrated for producing clinical medical records from disparate sources of information.

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### II. CORPORATE SYSTEM RESTRUCTURING

#### Client:

A major producer of medical devices which had decided to enhance its offering by selling, bundled with their devices, a distributed, real-time hospital equipment data collection and monitoring system.

#### Task:

Analyze and rebuild the initial system which had poor performance, poor quality, was too expensive, had a poor user interface and it was not scalable.

#### Personnel:

Semaphore utilized part of its multi-member Life Science staff (including one

physician), its head of technology and development staff, along with supplemental coders as required. We also used domain business consulting skills from funds under management practice and contracted with a renowned sales force training entity.

**Results:**

Successfully rebuilt the system, then oversaw the installation in several prestigious hospitals. Following that we trained the sales force, produced go-to-market strategies and product roadmaps.

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**III. CORPORATE ADVISORY**

**Client:**

A major corporation wanting to assess the potential and overall probability of success of one of its holdings. This holding was a mid-cap health care software company in the process of developing new products on which they were dependent for future competitiveness and profitability. The target holding was experiencing development delays and budget overruns. The core product depended on the development of a new, single database integrating both financial and clinical information.

**Task:**

Assess senior management, product plans and development personnel. Following that, produce a report which included among other things observations re. personnel, product potential, chances for success, scheduling, and alternative methods for achieving the same goals at less risk and cost.

**Personnel:**

Semaphore assigned a mix from its advisory, Life Science and Technology staff to address people, process, market, technology and development failures. Each separately gathered evidence and insight then collectively crafted a unified report with specific examples, solutions and future metrics.

**Results:**

A presentation was successfully made to management containing recommendations to mitigate the problems that were identified. All were initiated and its budget overruns and development delays were arrested.