

Case Study: Fortune 500 Health Care Company

Introduction

This case study of a Fortune 500 health care company is based on a April 2014 survey of Frost & Sullivan Executive MindXchange customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“The Frost and Sullivan MindXchange helps inform our organization of best practices and supports organizational strategy.”

Challenges

- Finds that traditional trade show and conferences are plagued by the following participant challenges:
 - Content that is a one-way push from the podium with little interaction or Q&A
 - Presentations that produce too few action items and takeaways because they are too theoretical
 - Limited networking, dull activities and difficult relationships to develop due to the transient audience
 - Lack of community amongst event participants

Use Case

- Rated the networking at the Frost & Sullivan Executive MindXchange as excellent.
- Has attended the Frost & Sullivan Executive MindXchange 2 times.

Results

- Reported that the unique interactive structure of a Frost & Sullivan Executive MindXchange leads to the following benefits:
 - Increased networking & relationship building
 - A forum which allows me to get real solutions to my business challenges
- Generated under 5 real business and personal relationships at the Frost & Sullivan Executive MindXchange.
- Rated the content they received at the Frost & Sullivan Executive MindXchange as 4 out of 5.
- Would choose to attend the Frost & Sullivan Executive MindXchange if they could only go to one external event a year.
- Would very strongly recommend the Frost & Sullivan MindXchange to their peers.

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Fortune 500

Industry:
Health Care

About Frost & Sullivan Executive MindXchange

Frost & Sullivan enables clients to accelerate growth and achieve best-in-class positions in growth, innovation and leadership.

The company’s Growth Partnership Service provides the CEO and the CEO’s Growth Team with disciplined research and best-practice models to drive the generation, evaluation, and implementation of powerful growth strategies.

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