

Medium Enterprise Health Care Company

Introduction

This case study of a medium enterprise health care company is based on a February 2017 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“Thanks to the training we’ve received from Pragmatic Institute, we now have clear, unambiguous, business-case driven roadmaps. These roadmaps are shared across the business and have consistency in direction and messaging.”

Challenges

- Prior to training, the organization was experiencing:
 - Roadmaps guided by opinions and not market facts: Very often
 - Revenue goals not being hit: Very often
 - Deals being heavily discounted: Very often

Use Case

- Employees have taken the following training courses:
 - Foundations
 - Focus
- Most of the product management team attended the Pragmatic Institute training.
- The client has offered Pragmatic Institute training to its employees for 1-2 years.

Results

- Pragmatic Institute training has helped the organization:
 - Increase executive support for product efforts
 - Increase confidence in the roadmap
 - Identify and penetrate new markets
 - Better align with internal teams
- Quantifiable results since taking Pragmatic Institute training are estimated at:
 - A 75-99% increase in their understanding of the market and its relevant problems

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:
Medium Enterprise

Industry:
Health Care

About Pragmatic Marketing

Pragmatic Marketing offers courses in product management and marketing that are developed and taught by individuals who have worked within these functions at many of today’s leading technology companies.

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