

Commonwealth

HEALTH ADVISORS

Exclusively
serving healthcare
technology & services
businesses



Business strategy, execution planning and execution discipline

Adjustments to business strategy are justified regularly. Changes in market conditions, introduction of new products, expansion of target markets, or expansion strategies all trigger adjustments to priorities and organizational alignment.

Commonwealth Health Advisors partners with and extends the executive team to provide a disciplined, market-informed approach to exploring, establishing and planning the execution for such strategies. We have supported the executives of dozens of top healthcare IT and services firms through these processes using our practiced and proven Product-to-Market methodologies.

Commonwealth Health Advisors is also organized to provide execution support to key functional areas of the business.

Relevant engagement experience

Delivering results to many industry segments...

- Population health
- Patient engagement
- Data analytics
- RCM – payer & provider
- Risk adjustment
- Care management
- Care coordination
- Palliative care
- Specialty EHR
- Payer-provider collaboration

execution support for key business functions...

- Marketing Services
- Sales Enablement
- Channel Management
- Client Success
- Product Management
- Product Development
- Business Analytics

Practice Groups

Designed to deliver real results...



Product-to-Market Strategy

Strategy support services for the executive office



Healthcare Marketing Services

Marketing strategy and execution coordination fine-tuned for healthcare IT and services



Sales Enablement & Sales Operations

Execution excellence in operations support of highly-productive sales organizations



Channel Management

Establishing and managing high-performance channel partnerships



Client Success

Programs to ensure client relationships that are stable, referenceable and growing



Product Management

Building and operating great product management departments



Product Development

Healthcare-specific excellence in product development



Great strategies are wasted with poor execution.
Execution excellence is wasted on a poor strategy.
Commonwealth Health helps to get both right.