



strategic consulting

branding & messaging

organizational development

integrated communications

Situation

The healthcare industry is at a crossroads. Major technology changes promise to dramatically improve patient outcomes while at the same time reducing costs. Improving prescription safety is one of the most valuable ways to achieve these two goals, and Prematics is positioned to deliver. The firm, based in suburban Washington, D.C., developed the ScriptToneSM e-prescribing platform and was ready to deploy it in the first of many national rollout markets.

Strategy

Prematics selected Wendt Partners to help make the firm's initial market launch a success. Unlike other technology providers, Prematics does not charge physicians to install or use the platform—costs are instead recovered as utilization grows, through transaction agreements with payors. As a result, Prematics needed to encourage compelling adoption rates among a target market of mostly small to solo practices and by developing awareness and advocacy among patient populations that would directly benefit from the ScriptTone solution.



Awards

Healthcare Hero Award for Innovation



advise

design

engage

deliver

“The Wendt Partners team worked hard to make everything come together perfectly, and they helped us build relationships and gain introductions to key influencers. Their expertise helped us achieve success.”

■ **Laura Ahlbin**

Marketing & Communications Manager
Prematics, Inc.

Solution

Wendt Partners worked with Prematics to develop a strategy, create a positioning plan, and launch the firm’s first market rollout. Components included aggressive media relations and editorial placement coupled with in-person interviews with adopting physicians, case study development, and partnership strategies. The partnership efforts successfully connected Prematics with other allied groups including technology and healthcare industry associations, elected officials and government agencies. A targeted public awareness campaign, branded benefit communications, speaking opportunities and a special event and awards presentation helped ensure the success of the overall strategy. “Wendt Partners’ work was very strong and met our needs. Attention to detail was superb. Their team worked hard to make everything come together perfectly, and they helped us build relationships and gain introductions to key influencers,” says Laura Ahlbin, Marketing & Communications Manager for Prematics. “Wendt Partners’ expertise in business development and strategic relationship building helped us achieve success.”

Sectors

Business-to-Business, Technology

Services

Strategic Consulting, Branding & Messaging, Organizational Development, Integrated Communications

wendt Partners

Implement **innovation**™

New York Office

44 West 28th Street, 8th Floor
New York, NY 10001
Tel 212.905.3580
Fax 212.905.7710

Washington, D.C. Office

2011 Crystal Drive, Suite 400
Arlington, VA 22202
Tel 703.682.6880
Fax 703.682.6804

www.wendtpartners.com