



# LUMERIC™ Project Summaries

**Project Type:**

New Product and Channel Assessment

**Sector:** Healthcare Data Services

**Company Size:** \$4B+

**Company Position:**

Market Challenger

**Client Level:**

General Manager, Divisional Level

**The Critical Decision:**

Is there enough market demand for the client's content to justify creating a new product offering targeting providers of healthcare revenue cycle management software?

**The Answer:**

Yes. There are multiple unmet needs that the client's content would help software developers address in their own offerings leading to a high level of interest in these new products.

**The Discussion:**

The client was a well established provider of healthcare revenue cycle management content used by healthcare providers in their day-to-day billing and collection work flows. Their content was referenced in tandem with software used to manage the revenue cycle from the first contact with a patient through collection of payments. The client perceived an opportunity to gain broader access to potential customers by offering seamless access to their content through integration with revenue cycle software.

Through an in-depth series of interviews with healthcare revenue cycle management software developers, Lumeric determined that a majority of these companies viewed it as an emerging strategic necessity to offer content similar to the client's in order to remain competitive. At the same time, most of these companies did not have the expertise in-house to develop the content and would welcome a turn-key solution from the client.

