

RFID Case History

Background

RFID technology is proliferating as a means of tracking inventory for manufacturers, distributors and retailers. But it also has great potential beyond, including hospital applications. Tracking equipment, staff, and even patients, has the potential to save enormous sums of money, improve the quality of care, and significantly reduce morbidity and mortality.

The Problem

Despite the potential, for at least one IT company penetrating the hospital market was more than daunting. The decision makers are hard to find, and the decision making authority is spread throughout a number of organizations – most of which have nothing to do with information systems. So the prospect needs to be educated as you get in the door, but is often unwilling to be educated about the opportunity because it doesn't seem relevant.

The Solution

JV/M had helped this particular IT solution provider several times before, generating leads for a number of initiatives. We had also penetrated the hospital market on several other occasions, for example for medical services, for consulting and for IT. So we knew the technology, and we knew the prospects – and we especially knew the political landscape that dominates the typical hospital. Applying this knowledge, we were able to motivate the CIOs to be interested by leveraging their interest in getting ahead of technology to improve patient care.

The Results

Despite the newness of the technology, and the difficulty of getting CIOs on the phone, JV/M was able to generate 13 appointments for the client in only two months. With each application worth several hundred thousand dollars each, their pipeline is filled for months to come.