

TREXIN CASE STUDY

PROVIDING A NEW ENTERPRISE WITH STRATEGIC DIRECTION

Trexin helped an innovative Healthcare startup launch a new business by defining its first product offering.

BUSINESS DRIVER

When a large state medical association launched a new subsidiary to provide management and technology services to independent specialists, the CEO engaged Trexin to provide strategic recommendations for the company's first technology offering to help specialists engage in value-based care activities. The engagement scope included the definition of a minimal viable product (MVP), the creation of a high-level technical architecture, the specification of a solution development approach and the presentation of an investment project roadmap laying out a stepwise plan for execution.

APPROACH

Conducted over a six-week period, the project centered on voice of the customer discussions with 10 specialist clinics who expressed interest in being early-adopter candidates. Trexin began with an inventory of the clinics' current-state technology and analytics capabilities along the dimensions of people, process and technology which was then followed by explicit design-thinking considerations for a MVP offering that embodied an attainable future-state vision.

Synthesizing how to most effectively bridge the gap from current-state to future-state, Trexin refined the MVP definition and developed a high-level technical architecture for a clinical data repository customized to meet the early adopters' key requirements; such as being able to quickly ingest large amounts of data from disparate sources of clinical and claims data in a highly scalable manner. A public cloud infrastructure was prescribed to accelerate time-to-market, minimize startup costs and accommodate rapid growth.

Trexin then translated the future-state vision and technical architecture into a practical solution development plan, consisting of a small number of sequenced projects within an executable roadmap. Trexin also completed a high-level cost benefit analysis driven by a preliminary sales model and detailed work effort estimates.

RESULTS

At the completion of the project, our Client had a practical roadmap for developing their initial MVP offering, including a solution development approach, timeline and high-level business case for proceeding based on estimated buildout costs and projected revenue models. After reviewing the MVP value proposition with its prospective early adopter candidates and fully vetting the business case with its investors and Board of Directors, the subsidiary received initial seed funding and was authorized to begin development of the MVP, selecting Trexin to be its development partner for the implementation.

Stepwise Plan for a New Startup's First Product Offering



Minimal Variable Product (MVP)

When our Client, a large state medical association, launched a new subsidiary providing services to independent specialists, Trexin was brought in to help define its MVP.



Bridging the Gap

Centered on specialist clinics who expressed interest as early-adopter candidates, Trexin needed a MVP offering that could bridge the gap from current-state to future-state. Aspects included:

- Inventory of technology/analytic capabilities
- Developing a clinical data repository
- Accelerate time-to-market
- Minimize start up costs
- Accommodate rapid growth

Current STATE  Future STATE

From Draft to Development



Trexin delivered a practical roadmap to our Client for developing their initial offering. After a review from investors and the Board of Directors, they received funding and the authorization to begin development of the MVP, with Trexin as a development partner.

CONTACT US

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