



CLIENT: athenahealth, Inc.
INDUSTRY: Healthcare Software
BUSINESS MODEL: B2B & B2C
WEBSITE: athenahealth.com



“Ross brought a tremendous amount of energy, passion and humor to the table. He got to know our company and what is important to us so that he could relate to the audience. I especially enjoyed his message around needing to connect with clients on an emotional level.

Scott Andrews - Senior Vice President - Network Onboarding



CASE STUDY

THE CLIENT: athenahealth, Inc. is a publicly traded American company that provides cloud-based services for electronic health records, revenue cycle management, patient engagement, care coordination, and population health management, as well as Epocrates and other point-of-care mobile apps. The company was founded in 1997 in San Diego, California, and today is headquartered in Watertown, Massachusetts, with operational sites in Belfast, Ireland, Atlanta, Georgia, and Austin, Texas.

THE CLIENT'S OBJECTIVES: athenahealth holds an annual corporate meeting of employees from entry level through senior leadership. The client is accelerating their Network Onboarding process (training, configuration, credentialing, custom solutions, optimization, and program management). athenahealth is also shifting their Onboarding culture toward a more consultative/collaborative customer environment. Thus, Ross was contacted to talk about designing a keynote speech re: Delighting Customers, Supporting Change Management, and Strengthening the Emotional Connection with Customers.

ROSS'S RESEARCH: In a pre-booking call with athenahealth executives, the aforementioned objectives were made clear and Ross was asked to develop a written document describing the specifics of his program “*Are You Relevant.*” In the second conference call with athenahealth execs, Ross detailed how he would specifically customize his content and further discussed how best to deliver that information. athenahealth felt a more “interactive” delivery would work best for their audience. So, Ross’s team sent additional video clips demonstrating Ross’s interactive style. The client asked Ross to send advanced reading for team prep.

ROSS'S DELIVERABLES: In a fast-paced 45 minutes (titled “How To Delight Your Customers”) Ross dug into what the “Delight” initiative means to the customer; which is not supplying large gifts or over-the-top efforts. Rather, delighting the customer is often smaller, emotional gestures that also save the customer time and trouble. Ross used a lot of fun case studies to underscore how a customer-driven culture must pass through the filters of, “Is what we are doing all about THEM?” “How will this be perceived by a recommendation economy?” “Are we telling the best emotional story about what we do?” “How can we design and engineer the customer experience by mapping touch points?” and “What are we doing in the final moments to improve loyalty and our NPS scores?”

