

# Accelerating Market Growth for a Digital Health Startup

Client Success Story



Making the Future  
Less Frightening

# Problem.

A digital health company had developed an innovative telemedicine platform aimed at improving patient access to care. Despite the platform's potential, the startup faced significant challenges.

- The company struggled to articulate its unique value proposition in a crowded telemedicine market. Despite targeting “healthcare providers,” the team hadn’t segmented the market
- There was no structured approach to lead generation, qualification, or conversion, resulting in a lead conversion rate of < 1%. Bounce rates exceeded 65%, and under 2% of visitors went beyond the landing page
- Their customer acquisition cost was over \$3000. Without optimization, scaling would compound losses rather than build margin
- Sales cycles lacked structure. Deals frequently stalled post-demo, with no follow-up protocols or objection-handling strategies in place

# Solution



To overcome the challenges in market positioning, sales execution, and resource limitations, TRGT used the E4 Get to Market service. A structured, high-impact approach tailored for companies needing traction, fast.

- Reframe the offering with a market-first perspective to ensure the platform solves a defined, urgent problem
- Develop the foundational infrastructure needed to pursue revenue confidently and consistently— including sales playbooks, buyer journeys, and objection handling
- Help prioritize what matters most—avoiding distractions and overengineering, while focusing limited capital and time where it moves the needle
- Embed performance metrics early so every outreach effort, sales call, and marketing dollar is measured, tested, and improved over time

# Actions



Learning sessions with the founding team distilled the platform's unique features, sharpened the language around value delivery, and defined a market-ready value proposition that clearly differentiated the product.

- Implemented hyper-targeted campaigns to the most responsive demographics, guided by market research
- Established clear criteria and workflows to assess and prioritize leads based on readiness, fit, and potential
- Trained the team on consultative sales methods tailored to the nuances of healthcare buyers, including handling procurement objections and decision-maker dynamics
- Implemented automation tools for outreach, and analytics—reducing bandwidth spent on non-core tasks
- Introduced a lightweight but effective KPI dashboard tracking activity-to-outcome ratios, enabling the team to iterate rapidly on what worked and scrap what didn't

# Outcomes

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- Lead Conversion Rate Increased from 5% to 32%
- Streamlined processes, sharper messaging, and quality leads led to a sixfold improvement in conversion
- By accelerating onboarding, the time to first payment dropped to 78 days, down from the previous of 130+
- A repeatable framework was documented for lead generation, qualification, and follow-up. Enabling future hire ramp up and removing founder bottlenecks
- The refined value proposition and market roadmap were integrated into the pitch materials, contributing to traction with investors and grant committees



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# Grounded in Fundamentals

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## Focused on the Future