

Medical Practice Automation Platform: Transforming Pricing Strategy to Drive Revenue Growth

Challenge

A software company specializing in billing and payment solutions for the US healthcare market struggled to implement a new Good-Better-Best pricing model designed by a consulting firm.

Solution

Ibbaka designed a value-based communication plan to accelerate the adoption and acceptance of the new pricing model. This included:

- Customer Segmentation: Segmenting customers based on value delivered and value to the vendor.
- Tailored Migration Programs: Customized programs for each segment.
- Integrated Messaging: Rigorously tested value and price change messages.
- Sales Training: Specialized training on value-based selling and objection handling.

Outcome

The migration program was a success, achieving the transition three months ahead of schedule with a 94% acceptance rate. This resulted in a 20% increase in revenues, demonstrating the effectiveness of Ibbaka's approach in driving revenue growth through well-executed pricing changes.