

Global 500 Health Care Company

Introduction

This case study of a Global 500 health care company is based on a March 2017 survey of Pragmatic Institute customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.



“As a result of the training with Pragmatic Institute, our team now has a common language and understanding of the various steps/responsibilities.”

Challenges

- Took training courses with Pragmatic Institute for the following reasons:
 - Increase strategic focus
 - Gain clarity in roles and responsibilities
 - Align with internal departments

Use Case

- Employees have taken the following training courses:
 - Foundations
 - Focus
 - Build
- The following groups attended the Pragmatic Institute training:
 - Immediate team
 - Entire product management team
- Has offered Pragmatic Institute training to its employees for 3-5 years.

Results

- Pragmatic Institute training has helped their organization:
 - Gain a better understanding of product roles within their organization
 - Increased confidence in the roadmap
 - Better align with internal teams
- Quantifiable result since taking Pragmatic Institute training is estimated at:
 - Increase in understanding of the market and its relevant problems: 50-74%

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Global 500

Industry:
Health Care

About Pragmatic Marketing

Pragmatic Marketing offers courses in product management and marketing that are developed and taught by individuals who have worked within these functions at many of today's leading technology companies.

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