

# Global 500 Healthcare Company

## Introduction

This case study of a Global 500 healthcare company is based on a February 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.



The training has allowed us to more effectively contribute to our organization because the “Key objective is to put the business and the identified business problems first. We’ve had opportunities but the focus to do so has improved.”

“A broadened understanding of Product Management is the most significant impact that we’ve realized as a result of taking the training”

## Challenges

- Took training courses from Pragmatic Institute in order to:
  - Increase strategic focus
  - Gain clarity in roles and responsibilities

## Use Case

- Company employees have taken training classes in the following areas:
  - Foundations
  - Focus
- The immediate product team attended the Pragmatic Institute training

## Results

- Pragmatic Institute training has helped the healthcare company:
  - Gain a better understanding of product roles within their organization
  - Increase confidence in the roadmap
- Quantifiable results since taking Pragmatic Institute training are estimated at:
  - Reduced rework: 75-99%
  - Increase in Product sales: 75-99%
  - Reduced time to market: 50-74%
  - Improvement in Customer satisfaction/NPS: 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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