

Building a Path to Commercialization

Enhancing market readiness for an innovative new healthcare company

CLIENT

Helion

HM Home and Community Services (HM HCS) had developed a highly effective solution for optimizing post-acute provider networks and care delivery, and was looking toward their commercial launch. They knew they offered great value but needed to define and articulate their offering, approach, and brand.

Combining design-based methods with deep expertise in healthcare, ThoughtForm guided the HM HCS team through a collaborative process that helped them articulate a strong brand and differentiated market position, while building a deep alignment to a common vision. As a result, HM HCS was relaunched as Helion, and was able to go to market swiftly with a robust story and offerings.

What did we do?

Built alignment across the organization

ThoughtForm inventoried the qualities of Helion’s new organization—its people, its culture, its work ethic—and its business goals. ThoughtForm worked with the team to define Helion’s core values, mission, vision, and key value propositions.

Created brand and identity

Once everyone was aligned on mission, vision, and values, we convened key stakeholders to co-create a brand that uniquely reflected those ideas. We also developed communication tools to help customers understand Helion’s solutions, strengths, and competitive advantages.

Visualized complex business processes and ideas

To help health plans and home healthcare providers understand how Helion’s offerings are different, ThoughtForm worked with their team to articulate how their service processes work at multiple levels. Foglifters®, one-page visual explanations, bring these processes to life and reveal the value they deliver.

Shaped an integrated solution

ThoughtForm worked with the Helion team to develop a market-facing architecture for its offerings based on two key value drivers that we named Care Intelligence and Performance Intelligence. We collaborated with Helion teams to build a clear hierarchy of products and services enabled customers to recognize solution that would work for them.



ThoughtForm educated Helion and instilled best practices in terms of how we think about go-to-market, defining value to our stakeholders, creating offering architectures, and much more.

Shima Arab, Helion Director of Strategy Development

Who did we help?

Helion is a best-in-class solutions-driven healthcare technology and services provider focusing on home and community care.

The Helion solution is built on this core idea: Through the added intelligence we bring, provider organizations can deliver better network performance for payers, while payers can provide compensation to providers that reflect their true value. Best of all, patients receive better care and improved experience.

How did we help?

ThoughtForm helped the team align on a shared mission and vision, and define their key value propositions. Building on this foundation, we developed a powerful visual brand with messaging that positions Helion as a leader. To prepare Helion for launch, we also helped them structure and detail a comprehensive suite of services. Throughout the process, we modeled a collaborative way of working that was adopted by the Helion team.

ThoughtForm and Helion used a highly collaborative, iterative, and agile process to achieve alignment and speed.

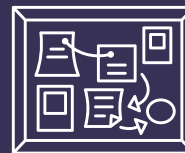
PROCESS HIGHLIGHTS



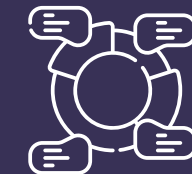
Used a collaborative digital workspace to guide weekly touch points with the project team—touch points from which many critical project learnings surfaced.



Developed a shared nomenclature to ensure consistency in internal and external communications.



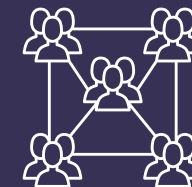
Mapped the entire range of solutions Helion offers, defined their key attributes, and grouped them into meaningful bundles.



Created visual explanations for complex processes that would enable customers to quickly see the value Helion brings.



Used a crowdsourcing technique to generate brand concepts which we validated through a series of collaborative exercises with stakeholders.



Coordinated with key internal teams to ensure the work we were doing with Helion met the needs of the broader parent organization.

What did we create?

Alignment and direction

The success of a company or culture depends on alignment behind a shared mission. Over a month, ThoughtForm guided Helion through the development of mission, vision, values and how they communicated their offerings; the sharpening of their strategic intent; and even ways of working.

A strong band

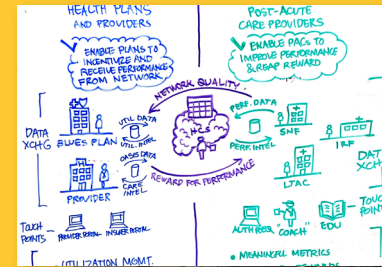
Helion needs to be seen as an agile, innovative, forward-thinking leader by key stakeholders in the home and health care industry. To do that, ThoughtForm created branding and key messaging that reveals Helion’s value to the market and positions it as an instant leader in its category.

A clear offering

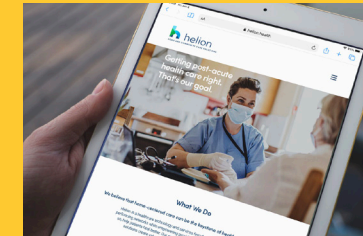
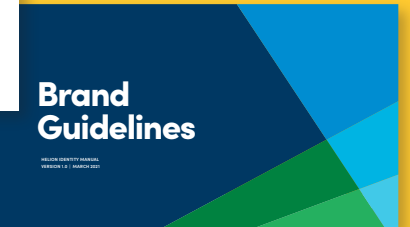
Helion offers a wide range of solutions, each covering a distinct need in the home and community care marketplace. The challenge for Helion was how to articulate what they deliver and sell it effectively. ThoughtForm worked with the Helion team to structure and detail their offering suite, and illustrate its full value.

Easy-to-communicate value

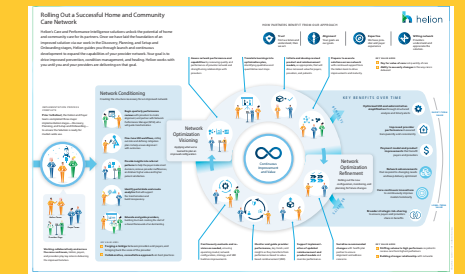
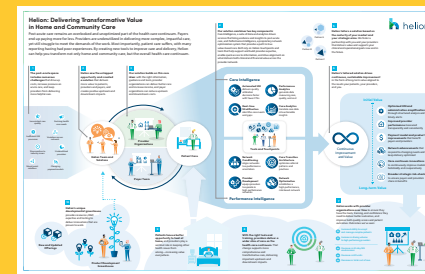
Using Foglifters—one-page visual explanations—ThoughtForm provided Helion customers and stakeholders with a rapid and engaging orientation to Helion that makes its innovation and value easily apparent. This makes both selling and onboarding a new customer much easier.



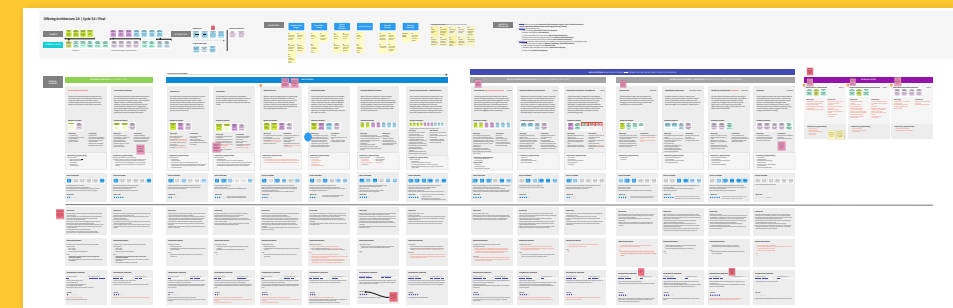
Team alignment



Brand development



Communicating value



Clarifying offerings

Thoughtform is a strategy and experience design studio. We help organizations drive internal change, create brand-defining experiences and set a clear path to the future.

To find out how our solutions can help you, contact Steve Frank at sfrank@thoughtform.com
To learn more, visit us at [thoughtform.com](https://www.thoughtform.com)

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