

Business Development Intern Interview Case

Wellsheet provides a game-changing value proposition that provides tangible value for the practitioners using it. Over the last two years, we worked with multiple Cerner and Epic health systems and payers, and we were able to demonstrate substantial value to our customers.

Some of these benefits include:

- >40% reduction in Time in EHR per patient
- ~1 day reduction in LOS
- ~84% reduction in chart review clicks
- Easily scalable: <1 month integration time

Driving adoption of Wellsheet at new health systems is a major company objective, and is a major focus of the growth team. While we prioritize using existing relationships and networking to receive warm introductions to target personas, “cold outreach” is also a critical activity in creating new opportunities.

Please select one of the following fictitious profiles to reach out to and draft an email with the purpose of persuading the recipient to take a meeting to learn more about Wellsheet.

Profile #1: Dr. Thomas Dupris, MD

Dr. Dupris is an attending hospitalist that completed his residency three years ago. He works at a large health system in NY (Empire Health) that has twelve hospitals and over 3000 providers. Empire Health uses Cerner across the enterprise. Upon further research, you find that he recently joined the Board of a professional society with a mission of accelerating the adoption of new technologies in medicine.

Profile #2: Timothy Ogden

Mr. Ogden is the CFO at Lone Star Health, a seven hospital health system that uses Cerner across the enterprise and is headquartered in San Antonio, Texas. He was recently appointed to drive profitability at Lone Star after a period of economic stagnation. He’s a seasoned executive that successfully turned around a similar health system as CFO just two years ago. In an interview you found, he attributed that success to his philosophy of “doing more with less”.

Profile #3: Dr. Mary Brown, MD

Dr. Brown is the CMIO at a medium sized health system in Ohio. She started her career as a pediatrician in 1998 and took her current position at Ohio Medical Group (OMG) eight years ago. OMG recently acquired two new hospitals, bringing the total number of hospitals within the health system to five. She recently wrote an article describing the challenges of migrating the newly acquired hospitals to Epic in order to standardize their EHR landscape.