



GLOBAL HEALTHCARE CONSULTANCY CASE STUDY

Revamping a Finnish Legacy Healthcare Business for the Digital Age



Abstract

A family-run Finnish healthcare consultancy, established in 1984, played a pivotal role in setting up blood banking systems in China. Despite handling large-scale projects in developing nations, their operations remained entirely offline, limiting growth and competitiveness in the modern business landscape.



Challenges

- **Lack of Online Presence:** No digital footprint to compete in a modern marketplace.
- **Unstructured Service Offerings:** Uncategorized services made it difficult for clients to navigate.
- **Outdated Collaterals:** Existing marketing materials were inconsistent and not optimized for global outreach.



Solutions

- **Service Segmentation:** 27 service categories across 9 departments, improving clarity and accessibility.
- **Digital Transformation:** Enhanced brand visibility and business credibility.
- **Sales Enablement Tools:** Structured marketing assets to empower the business team in selling services to global clients.

RESULTS

Improved Sales and Client Engagement

Clearly categorized services made it easier for potential clients to explore offerings and led to higher success in upselling.

Stronger Market Positioning

A refreshed brand identity aligned with international design standards.

Established Digital Presence

The company now competes effectively in a digital-first healthcare.



"With DOCNDOC's expertise, we transformed our offline business into a structured, competitive, and digitally strong enterprise."