



HIGH-GROWTH HEALTHCARE TECHNOLOGY STARTUP



INTRODUCTION

A healthcare technology startup foreseeing exponential growth sought the guidance of **Bâton Global (B|G)** due to challenges in scaling operations. They aimed to secure external capital and expand the board to leverage market opportunities.



THE STORY

This healthcare provider is at the forefront of developing and delivering innovative therapies for orthopedic conditions, focusing on methods that support the body's natural healing mechanisms to avoid surgical interventions. Their commitment lies in optimizing patient recovery and promoting overall health and wellness.



THE CHALLENGE

Facing challenges in scaling business processes and adapting to high-growth demands, the company needed adjustments for sustainable expansion. **Bâton Global** conducted in-depth research, assessing organizational challenges and leadership skills to pave the way for strategic changes.



THE CHOICE

Bâton Global collaborated with leadership and the board, crafting a robust strategy addressing key areas like value mapping, KPI alignment, risk mitigation, and marketing tactics. Implementing these strategies stabilized the organization, clarified reporting lines, optimized decision-making, and fostered investor confidence for future profitable growth.

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A growing healthcare technology startup faced the challenge of scaling its operations to meet market demands. Bâton Global (B|G) intervened, identifying necessary adjustments for the company's evolution and guiding the implementation of crucial changes. Through extensive research, B|G uncovered current and future challenges while assessing leadership skills, paving the way for an impactful strategy.

Collaborating with leadership and the board, B|G crafted a comprehensive strategy. This approach involved developing a clear value map, aligning objectives with key performance indicators (KPIs), and instituting proactive policies for risk mitigation and compliance.

B|G's intervention extended to implementing these strategies, refining decision-making processes, restructuring sales and marketing teams, and establishing effective communication policies. This stabilization amid growth stressors clarified reporting lines, optimized time utilization, and secured buy-in from leadership, reassuring the board and investors.

These stabilization efforts provided clarity in direction, enabling the company to focus on sustainable growth initiatives. Clear lines of reporting and effective decision-making led to a more cohesive approach, positioning the organization for future profitability and investor confidence.

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Working with many organizations, Bâton Global has raised the bar on what to expect from consulting firms.

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LET BÂTON GLOBAL
HELP YOU DESIGN A STRATEGY
THAT ACHIEVES YOUR GOALS.



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