



**Pickworth GTM**  
ACHIEVING MARKET OMNIPRESENCE

| SEAM

CASE STUDY

# Accelerating Executive Access for a Venture- Backed Healthcare AI Company

*"The best way to predict the future is to create it."*

- Peter Drucker

## Company Snapshot

[seam.tech](#)

Seam is a venture-backed healthcare technology company focused on AI analytics and nursing operations infrastructure. Led by founder and CEO Jeff Schaeffer, Seam leverages machine learning and artificial intelligence to help healthcare organizations consolidate fragmented operational data, improve workforce visibility, and create more efficient patient-centric care environments.

The company's broader vision extends beyond nursing operations, with the long-term goal of building scalable operational intelligence systems that improve organizational resource allocation and executive decision-making.

## The Challenge

Seam was operating from a true 0 to 1 growth phase.

Founder **Jeff Schaeffer** was deeply technical and product-oriented but lacked a scalable commercial engine capable of consistently generating executive-level healthcare conversations.



### Key challenges included:



Like many venture-backed technical founders, the product vision was strong, but enterprise distribution and commercial access remained the bottleneck.

# What Pickworth GTM Executed

PGTM developed and operationalized Seam's outbound infrastructure from the ground up.

The campaign focused heavily on healthcare executive leadership, specifically:

- Chief Nursing Officers (CNOs)
- Chief Clinical Officers (CCOs)

Messaging centered around introducing an innovative early-stage founder focused on improving healthcare operations through better nursing intelligence, operational visibility, and AI-driven decision-making.

The most effective channel proved to be SMS outreach, where PGTM deployed targeted text-based executive introduction campaigns that generated direct engagement from healthcare leadership.

## PGTM managed:

- ✓ C-suite engagement
- ✓ Executive targeting
- ✓ ICP-aligned introductions
- ✓ Hospital system penetration
- ✓ Multichannel executive outreach

## Results



PGTM helped facilitate Seam first major healthcare partnership through outreach into The Christ Hospital system doing the following:



First enterprise healthcare customer



Christ Hospital engagement



Multimillion-dollar pipeline creation



Ongoing enterprise opportunities progressing through the funnel

*“PGTM was responsible for our first big partner in a notoriously difficult domain of hospital system buyers.”*

**- Jeff Schaeffer, Founder & CEO, SEAM**

## Strategic Outcome

PGTM helped transform Seam from a technically strong founder-led healthcare AI company into an organization with a repeatable commercial motion capable of penetrating complex hospital system environments.