



Case Studies

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Case Study: Impact Report

A continuous way to celebrate success internally and amplify it nationally.

Site of Care:

Enterprise

Key Services

- Content Strategy
- Narrative Design
- Data Storytelling
- Digital Development
- Brand Alignment
- Executive Communication

Challenge

A high-achieving enterprise had many wins to share but no designated place to put them. It wanted to produce a printed Annual Review, but that format limited opportunities to share the breadth of the team's success.

Solution

Replace the Annual Review with a living website that updates as new wins happen. Instead of one static snapshot each year, the enterprise now has an ongoing home for its story that can scale with its results.

Results

Evergreen recognition.

Digital report allows for real-time updates, so it can adapt to and reflect the enterprise's ongoing commitment to excellence.

Enhances brand perception and visibility.

Positions the team as a forward-thinking, successful, and socially responsible organization.

Increases stakeholder engagement.

Provides stakeholders with valuable insights into the organization's tangible impact in the industry and community.

Stronger marketing and communications.

The report can be leveraged as a strategic tool for ongoing communications efforts to generate future business or development opportunities.



Case Study: Enterprise Branding

A compelling, cohesive way to convey vision, leadership, and innovation.

Site of Care:

Enterprise

Key Services

- Brand Strategy
- Vision Development
- Scriptwriting
- Creative Design
- Animation Production
- Executive Communication

Challenge

A diverse, dynamic enterprise shared a common goal but not a common story, which made it difficult to explain the team's purpose or path to patients and stakeholders.

Solution

Brand the enterprise's mission with a simple, powerful name and message that communicates the team's importance, passion, and innovative thinking. Create industry-leading assets to project and support the brand nationally.

Results

One story for the whole system.
Built the brand around a clear vision that united and motivated the team internally.

Custom keystone brand video becomes crown jewel of the brand.

Delivered a launch-ready film, scripted, designed, and developed by Waves. The resulting piece can deliver the vision to a national audience, deepen trust with the enterprise's current patient population, and attract new patients to the system.

Multi-purpose asset maximizes the value of the original investment.

Clips, stills, and GIFs from the video can be reused elsewhere, in internal presentations or public social media posts, to tell the story more often and reach more people.



Case Study: Safety Support & Standardization

Making teams feel safe and heard, so they can focus on their work.

Site of Care:

Care Network

Key Services

- Listening Sessions
- Staff Survey
- Program Assessment
- Risk Prioritization
- Recommendations
- Phased Planning

Challenge

A recently expanded care network, spread out across multiple and varying kinds of sites, needed standardized, system-wide safety and security protocols.

Solution

Listen to staff in every care setting to set priorities. Assess the program against the system's strengths and pinpoint the gaps that mattered most. Deliver recommendations and a phased plan, so staff feel safe and can focus on patients.

Results

Staff felt heard.

Employees no longer felt isolated in their concerns. A deeper sense of trust was fostered between team and employer.

Confusion decreased.

Clinics, community sites, and other points of care now had a single, set safety and security standard to follow.

Responses improved at all levels.

By empowering key staff across the network, they could respond faster to safety concerns and to follow up more effectively.

Teams felt prepared.

Staff completed required training across the network, which teed them up for additional hands-on practice.



Case Study: Expanding Infusion Services

A clear strategy for bringing infusion care beyond hospital walls to wherever patients are.

Site of Care:

Integrated Health System

Key Services

- Market Assessment
- Service Mapping
- Strategy Design
- Operating Model
- Financial Modeling
- Implementation Planning

Challenge

Care was moving beyond the hospital, opening new ways to serve patients, but services had grown site by site with no enterprise view of where to go next. New therapies made it more important than ever to get safety, access, and economics right.

Solution

Map current services against the market opportunity in every care setting, then co-develop strategies leaders could choose from to meet their needs.

Results

Leadership aligned on where to grow next.
Replaced site-by-site guesswork with one shared, data-backed view of where infusion demand was headed system-wide.

A faster path from strategy to action.
Turned market analysis into a plan leaders could act on immediately, rather than a report that sat on a shelf.

New capacity investments prioritized with confidence.

Helped the system decide where to expand first, backed by clear rationale on safety, access, and economics.

A model built to scale.

Created an approach that could extend to future service lines and sites, not just the current infusion expansion.



Case Study: Optimizing an Organization

Helping an
enterprise scale
with confidence.

Site of Care:

Health System

Key Services

- Organizational Assessment
- Functional Prioritization
- Structure Design
- Leadership Alignment
- Implementation Planning
- Change Management

Challenge

Growth called for a novel approach. New sites, services, and people arrived faster than the established ways of working could keep up, and frontline staff and leadership wanted to connect more consistently.

Solution

Work with key stakeholders to rethink how the enterprise works. Design a flexible structure with clear accountability. Build a phased implementation framework so teams could adapt to changes while remaining focused on patients.

Results

Leaders aligned on priorities.

Replaced function-by-function guesswork with one clear view of what mattered most, backed by mission and resources.

Clear accountability across the organization.

Gave every team clarity on roles and decision rights, reducing the friction that had been slowing coordination.

Phased path kept patients at the center.

Sequenced changes allowed teams to adopt new ways of working without losing focus on day-to-day care.

Scale no longer stressed the system.

Positioned the enterprise to add new sites, services, and people without renegotiating how work gets done each time.



Case Study: Improving Stock Levels

A data-driven way to reduce stockouts and waste.

Site of Care:

Outpatient Pharmacy

Key Services

- Inventory Optimization
- Operational Assessment
- Workflow Observation
- Data Analysis
- Frontline Engagement
- Performance Measurement

Challenge

Stock levels didn't match demand, driving stockouts and waste.

Solution

Optimize stock targets for top medications using system data. Partner with frontline staff at every site and put the tools already in the system to work by reorganizing shelf space for fast-moving medications.

Results

Nearly 50% fewer stockouts.

Sites that used to run lean and stock out now keep enough on hand, so patient pickups aren't delayed.

Cash and shelf space freed up.

Sites that had overstocked no longer tie up cash and shelf space in excess supply.

Decreased manual effort and repeat orders.

System-driven targets replaced manual, tightly set reorder points, cutting down on constant reordering and rework.

One consistent method across every site.

Replaced site-by-site guesswork with a single, data-driven way to set stock levels everywhere.



Case Study: Therapy Start Automation

An automated solution to accelerate therapy starts.

Site of Care:

Specialty Pharmacy

Key Services

- Opportunity Sizing
- Value Validation
- Product Implementation
- Workflow Integration
- Frontline Engagement
- Performance Measurement

Challenge

Manual, inconsistent approval steps were slowing therapy starts and pulling skilled staff away from higher-value work.

Solution

Customize a new automation tool guided by the team's expertise. Lead the automation tool from pilot through go-live, partnering with frontline staff to rebuild the workflow around it for peak adoption.

Results

Productivity tripled, with the same team.
Patients received more timely support without adding staff.

More time for higher-value work.
Freed a meaningful share of the team's time from repetitive paperwork, so skilled staff could focus on patients instead of process.

Consistent, predictable timing.
Replaced case-by-case variability with a consistent approval process, giving patients and providers a clear idea of what to expect.

A successful way of working.
Adoption held because frontline staff helped shape the workflow around the tool, rather than the other way around.



Case Study: Patient Care Expansion

Increasing a system's care capacity without increasing the team.

Site of Care:

Outpatient Pharmacy

Key Services

- Workflow Redesign
- Team Alignment
- Capacity Planning
- Data Integration
- Patient Engagement
- Performance Measurement

Challenge

Care teams shared the same goal but not the same approach. Each team worked its own way, leading to duplicated effort, uneven workload, and inconsistent attention to the patients who needed it most.

Solution

Redesign the day around a shared, data-driven plan that everyone could follow and commit to.

Results

Duplicated effort eliminated.

Replaced team-by-team approaches with one shared plan, cutting out the duplicated work that came from everyone doing things differently.

A steadier, more predictable pace.

Spread the workload evenly across the team, smoothing out the surges and slowdowns that used to come and go week to week.

The right patients received attention first.

Focused the team's time on patients who needed it most, instead of whoever happened to be next in line.

Increased capacity without added headcount.

Expanded the team's capacity to care for far more patients without adding staff, so more people got timely medication support.



Case Study: Data-Backed Staff Modeling

An improved staffing model resulting in less stress and more timely fills.

Site of Care:

Outpatient Pharmacy

Key Services

- Workflow Mapping
- Demand Analysis
- Staffing Alignment
- Cross-Site Support
- Process Standardization
- Performance Measurement

Challenge

Work piled up before support staff arrived and sat waiting to be touched, slowing turnaround and delaying prescriptions. Staff knew the day could run better but lacked the data to show how.

Solution

Map the full dispensing day with frontline staff to find where it gets stuck, then shift coverage to follow the workload. Draw support from across the network at peak hours and move scheduled work to quieter hours.

Results

33% more filled before pile up.

A third more prescriptions completed as they arrived, keeping the day moving and patients on time.

Prescriptions ready before patients arrive.

Because turnaround time improved, more prescriptions were ready before patients show up.

Data validated lived experience.

Gave staff the data to see exactly where the day got stuck and back up the changes they already suspected would help.

No more overwhelm.

Extra support during peak hours means workload spikes no longer overwhelm on-site staff.



Case Study: Capturing Drug Savings

An item-by-item pricing reset built to capture recurring drug savings.

Site of Care:

Pharmacy Network

Key Services

- Purchasing Analysis
- Conversion Planning
- Inventory Transition
- Pricing Strategy
- Staff Training
- Savings Sustainment

Challenge

Savings were hiding in plain sight on the pharmacy shelf. Lower-cost equivalents were available for many everyday medications, but without a full view of purchasing, it wasn't clear where to act first, and new generics kept arriving with fresh opportunities to save.

Solution

Analyze purchasing data to rank every conversion by expected savings, then manage each one end to end with pharmacy operations, from behind-the-scenes updates to the shelf.

Results

1% cut in drug spend, and counting.
Cut drug spend by one percent in recurring savings, protecting resources for patient care.

Medications now ranked by savings potential.

Turned purchasing data into a ranked list of conversions, so the team knew exactly where lower-cost equivalents would save the most, indicating where they should start.

A repeatable process for new opportunities.

Built a process that keeps working as new generics come to market to capture fresh savings instead of one-time wins.