

Defining an Identity that “Worked” Across Diverse Markets

client

Compucare, a QuadraMed company, provides IT solutions to hospitals for optimizing healthcare delivery through information technology and professional services. The company is known in the technology arena for its deployment of applications on Windows NT and Internet platforms.

objectives

Compucare engaged DMR to help define its corporate identity, raise awareness in the marketplace, and improve its ability to generate qualified sales leads. The challenge was particularly demanding – **the solution had to resonate with a diverse target market**, from caregivers to administrators to IT professionals.

process

The steps involved in the process included:

- Interviews with Compucare management and healthcare professionals.
- Review and analysis of competitors’ marketing communications, product offerings, features, and benefits.
- In-depth research of customers and non-customers using DMR’s proprietary ACE™, Focus2™, and MetaphorPower™ methodologies.



results

The results provided a clear picture of the decision-making process. What emerged through the research was the **discovery of a subtle but powerful metaphor** that **served as a unifying theme and spoke to the needs of all involved in the selection process.**

- This metaphor made an over-arching, umbrella communication theme possible for a complete marketing program across the very diverse target market: caregivers, administrators, technicians, and technical IT staff.
- In addition, it accurately reflected the strengths of the Compucare IT product and differentiated it from competitors.
- The initial roll out was quickly put into action by the ad agency at a tradeshow the following month.

*“You made a tough decision very clear and very easy ... As a result of DMR’s work, we received **two times as many qualified leads from an industry conference as we had from that same conference in the past two years combined.**”*

Ron Bernier
President and CEO
Compucare

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