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PARTNERS****Healogics Retains Sage Growth Partners for Go-to-Market Services***SGP provides market segmentation, messaging, and sales strategy for leading wound care company*

Baltimore, MD – Dec. 07, 2016 – Sage Growth Partners (SGP), a Baltimore-based healthcare strategy, technology and marketing firm today announced it has completed a strategic Go-to-Market engagement with Healogics, the largest wound care company in the country. SGP worked closely with the Healogics leadership, marketing, and commercial teams to conduct market research, develop market segmentation, strategic messaging, and a commercial activation plan designed to accelerate the commercial growth of Healogics.

Headquartered in Jacksonville, Florida, Healogics is the nation's largest provider of advanced wound care services and an expert in chronic wound healing. Healogics and its affiliated companies manage nearly 800 Wound Care Centers® in the nation and see close to 300,000 patients per year through a connected network of centers, partner hospitals, academic medical centers, patients, and families. Over the course of the engagement, SGP has helped Healogics segment its market, profile ideal customers, and identify the most appropriate messages and tactics to engage those audiences.

“We had an exceptional experience with Sage Growth Partners. Their level of healthcare expertise, their understanding of the business of healthcare, and their hands-on approach was second to none,” said Jeff Nelson, Healogics President and CEO. “They are deep domain experts, deploying senior talent. This experience was different from other consulting engagements in that they kept the outcome—an implementable and executable plan—top of mind throughout the project. As a result, their work is practical and actionable. They weren’t afraid to challenge our team and the organizational orthodoxy at every step of the way. At the end of the day, our partnership with Sage helped us to unlock our value in new ways and create an exciting path forward for our business.”

“Healogics provides unique and evidence-based specialty wound care, but needed help articulating their value,” said Stephanie Kovalick, SGP General Manager of Strategy and Chief Strategy Officer. “It’s not uncommon to see successful provider organizations so focused on serving patients and managing business demand that the messaging strategy never gets clearly defined. As a third-party expert, we were able to pressure test Healogics’ existing beliefs about who they are as a company, to uncover the value they bring to the market and drive a messaging strategy that is executable, achievable, and will drive strong growth.”

About Sage Growth Partners

Sage Growth Partners is a healthcare strategy, operations, marketing, and research firm. We provide insight and multi-disciplined execution to growth-minded healthcare organizations nationally, including hospitals, health systems, physician groups, insurers, trade associations and academic institutions. With deep roots in the business of healthcare, Sage Growth Partners delivers solutions to complex industry and organizational challenges.

Founded in 2005, Sage Growth Partners is located in Baltimore, MD and serves clients such as GE Healthcare, Doctor’s Community Hospital, Capricorn Healthcare, Availity, Chase Brexton Health Care, LG Healthcare Solutions, St. Jude Medical and Philips Wellcentive. Visit us online at www.sage-growth.com.