Piattaforma software e di analisi del ROI sanitario globale



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TARGET PRICE
$ 1,350,000

BUSINESS TYPE
Software e SAAS

COUNTRY
Stati Uniti

BUSINESS ID
L#20250908

Una piattaforma software ROI per la salute e il benessere, già affermata sul mercato, è disponibile per l'acquisizione o la fusione attraverso un asset deal. Questa soluzione di analisi e pianificazione strategica per la gestione degli esiti e del ROI, diffusa a livello globale, viene utilizzata da datori di lavoro (sia multinazionali che locali), aziende farmaceutiche, consulenti previdenziali, fornitori di servizi sanitari e fornitori di servizi per il benessere per misurare gli esiti e il ritorno sull'investimento (ROI) dei programmi di intervento nei settori della salute fisica, comportamentale e professionale.

Grazie alla proprietà intellettuale del software, ai rapporti di distribuzione globali e a un database curato di modelli di perdita di produttività specifici per ogni paese, questa risorsa è posizionata in modo ideale per l'integrazione nelle attività esistenti di salute digitale, EAP, consulenza previdenziale, HEOR/Farma o analisi.

La vendita delle attività include

- Piattaforma software ROI© (codice sorgente, modelli, calcolatori)
- Diritti e marchi globali
- Set di dati proprietari (produttività, costi, prevalenza delle malattie per paese)
- Materiale di formazione per i clienti e documentazione per gli utenti
- Rete di distribuzione
- Brand equity e risorse promozionali (sito web multilingue, articoli, articoli su riviste)

Punti di forza della piattaforma

- Collaudato in oltre 30 paesi, tra cui Stati Uniti, Australia, Sudafrica, Canada, tutti i paesi europei, India, Messico e Brasile.
- Copre oltre 25 moduli di malattie fisiche, comportamentali e infettive.
- Modello altamente scalabile con bassi costi marginali e licenze software ad alto margine di guadagno
- Metodologia differenziata sviluppata in collaborazione con un'azienda leader nelle previsioni globali
- Consente di calcolare il ROI, il VAN, il TIR e i punti di pareggio per i programmi sponsorizzati dai datori di lavoro.

Servizi

- Licenze
- Consulenza
- Corsi di formazione
- Assistenza e formazione ai clienti

Promozione

- Comunicati stampa/ LinkedIn
- Presentazioni e programmi di formazione ROI alle conferenze.
- Articoli in riviste
- Sito web in diverse lingue e call to action efficaci
- Testimonianze

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- Webinar
- Passaparola

Piani di sviluppo futuri:

- Aggiunta di nuovi paesi
- Aggiunta di nuove malattie e condizioni
- Concentrati sulla misurazione dei risultati, che vengono poi convertiti in ROI.

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