

Stottler Henke Associates, Inc. is recognized nationally for its expertise in applying artificial intelligence to solve problems that defy solution using traditional approaches. The company currently is under contract with the Federal government to develop a desktop simulation-based training system designed to strengthen the performance of medical teams operating in fast-paced, high-stress environments.

The system uses artificial intelligence both to enhance the training experience through reality-based simulations, and to provide instructors with in-depth assessments of individual and team performance.

Stottler Henke engaged Connor Bates to help it create a go-to-market action plan for commercializing its training system for civilian healthcare markets.

## **Process, Connections, Guidance Form A Healthcare Go-to-Market Strategy** *A Connor Bates Action Report*

While Stottler Henke has significant expertise in intelligent tutoring systems, it lacks a deep understanding of the healthcare industry and its training issues. The company chose Connor Bates because of its experience in creating highly focused market strategies for business-technology companies as well as its contacts within the healthcare industry.

The company needed to identify and qualify the opportunity for its training system in the civilian healthcare market, establish relationships with Beta customers who could help form the commercial version of the system, and identify potential go-to-market partners. These efforts had to be undertaken concurrent with development for its government client.

Having consulted with healthcare-information technology providers on market strategies over the past 10 years, Linda Brackett, president of Connor Bates, was able to help Stottler Henke quickly narrow the field to two market segments where the potential demand would be highest, validate its value proposition, and engage with potential customers to shape the system for civilian users.

*“Linda has been a true partner in this project, giving us clear marketing direction and helping us define our products effectively for the market.”*

– Dick Stottler, President  
Stottler Henke Associates, Inc.



*“Linda’s process and guidance helped us focus our efforts on segments where our technology creates added value. Her industry contacts have been invaluable.”*

*– Dr. Sowmya Ramachandran  
Senior AI Research Scientist  
& Group Director*

## The Process Establishes a Clear Market Direction

Linda and the Stottler Henke team have worked together on this process, using Connor Bates’ framework for creating highly focused go-to-market strategies. To date, they have:

- Exposed key trends in healthcare and healthcare training that will affect the technologies used to achieve training goals through primary and secondary research,
- Identified those market segments in healthcare where the need and value of desktop simulation-based training systems would be greatest,
- Qualified the market opportunity in those segments, including competitive activity, customer readiness and technology adoption requirements,
- Recruited the initial advisory team and facilitated discussions that helped narrow the market focus and define how the solution should be shaped in order to add value to this group of users,
- Recruited and managed the process of forming initial Beta customer relationships, and
- Identified which vendors might become potential partners or distribution channels for this and future systems.

Throughout the process, Linda has advised and coached Stottler Henke in its Beta relationships and its approach to potential partners.

## The Team Gains Actionable Insights, Knowledge and Skills

By engaging Connor Bates at the start of its government project, Stottler Henke will have a commercially viable system ready for launch in civilian markets concurrent with its release to its government client. Previously, the company waited until it had completed an application before approaching commercial markets. That approach resulted in delayed revenues as the company sought receptive markets. It also increased development costs, as products had to be adapted to meet commercial needs.

Stottler Henke has asked Linda to continue coaching the team through the process of creating its go-to-market plan, helping them develop the knowledge, skills and process for making decisions and taking action towards commercialization.

Founded in 1988, Stottler Henke Associates, Inc. delivers intelligent software solutions for education and training, planning and scheduling, knowledge management and discovery, decision support, and software development. Its clients include manufacturers, retailers, educational media companies and government agencies. In 2003, Stottler Henke was named one of the “top 100” companies making a significant impact on the military training industry.



**Connor Bates, Inc.**

*Bridging growth strategies  
with execution*

Connor Bates is a hands-on consulting firm that collaborates with business-technology executives to assess market opportunities, set clear strategic direction, and bridge strategy with execution during critical phases of growth. The firm provides strategic go-to-market planning, proprietary research, executive coaching and program-development services designed to facilitate action tied to corporate goals and resources.