CROSSING
THE CHASM
PULSEPOINT
2019

ABOUT THE PROJECT

Each team is assigned a “use case/scenario” of a potential PulsePoint buyer/client. Over the course of 4 weeks, teams will work together to reverse engineer a case study:

- **Background**: Describe the market and your business objectives
- **Challenge**: What has made it complicated for you to achieve your objectives (market challenge)?
- **Goal**: What do you ultimately need to achieve?
- **Approach**: What technology do you need to solve your problem? How does PulsePoint’s technology/infrastructure deliver these outcomes?
- **Results**: Was your campaign successful? If not, what would have made it better?

TIMELINE

Define	Plan	Execute	Present
Summarize your **business goal** and **strategic opportunity**	Develop the marketing **strategy**	Summarize overarching **strategy** and **execution**	Vegas Baby!
Perform **market analysis** to identify challenges/opportunities	Define the channel, **media plan** and **measurement plan**	Prepare and submit presentation materials	
Define target **audience** to drive business objectives	Define the **technical approach** in detail and define results	Upload presentations to Google Drive **by May 30th**	
Brainstorm **actionable insights** to inject yourself into the **customer journey**			

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DELIVERABLES

Use your imagination!!!!

Each team will have **20 minutes** to present on June 5th and can fill the time however you choose.

Make a video, power point, interpretive dance, diorama…or any other format that you think articulates the market challenge, your approach and results.

IT'S A COMPETITION, FOLKS!

And in a competition there can only be ONE WINNER! But in a democracy everyone decides who that is (but you can't vote for yourself). Here's the voting criteria:

Comprehension & Content: 50%

- Did the presentation offer a clear understanding of the market challenge?
- Did the presentation provide a clear, illustrative example of technology solutions?
- Did the presentation offer key takeaways, and conclusions?
- Did the presentation follow a clear and logical sequence?

Originality, Engagement & Communication: 50%

- Did the presentation capture and maintain the audience's attention?
- Was the presentation (or portions thereof) delivered in a unique, original manner?
- Did multiple team members contribute during the presentation (if not, were their contributions explained during the presentation)?

Jeff Elias

Nick Ockert

Sarah Belcher

Ernie Yeung

Mary Ann O’Neill

Alex Chernomazov

Malachi Schuster

Lenny Litvin

Vaibhav Maheshwary

Rajesh Volluru

Sloan Gaon

Your HEDIS score took a hit recently and so your hospital is struggling.

How do you promote your area of expertise and market your hospital and increase your HEDIS score?

2014 Retreat - SuperHero

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2015 Retreat - Revolutionary

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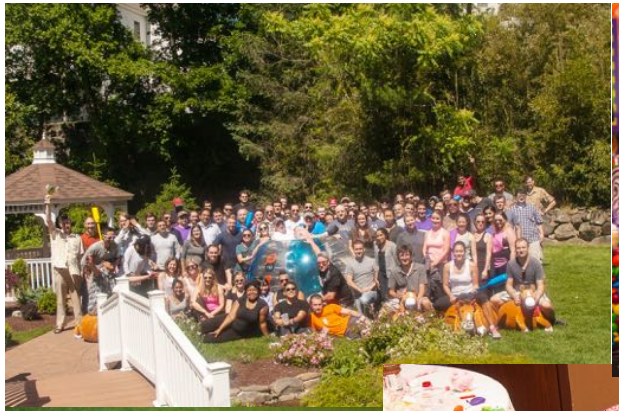
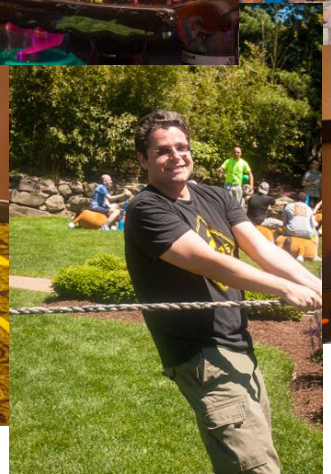
2016 Retreat - Sugar Symposium





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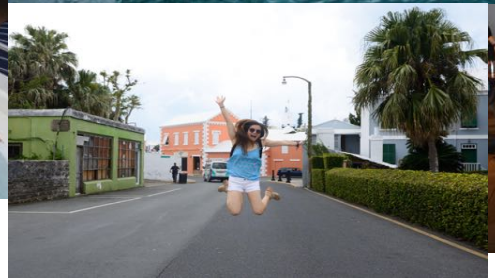
2017 Retreat - Health on the Horizon Hackathon



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2018 Retreat - Evolution at Elevation

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