

The future of healthcare is in digitally reimagined experiences for patients and caregivers alike. If you are a CIO or CXO of a healthcare enterprise, your mandate is to lead the enterprise's digital transformation. You need a partner with a deep understanding of technology markets to help make the right choices. Damo Consulting is uniquely positioned to help you develop and execute a digital transformation strategy.

If you are a business leader in a technology solutions firm, you must reposition your firm as a strategic partner to healthcare enterprises in their digital transformation journey. You need a partner with deep insights in healthcare's digital transformation to help you achieve your goals. With over two decades of senior leadership experience in leading global consulting firms, we bring an in-depth knowledge of healthcare technology markets to create value in our client relationships.



## Clients



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## What we do

Damo Consulting is a growth strategy and digital transformation advisory firm focused exclusively on healthcare. We work with healthcare enterprises and global technology companies to help develop and implement digital transformation strategies and market growth strategies.



### Digital Transformation Strategy

We work with healthcare enterprises through various stages of digital transformation. We conduct strategy workshops to identify key opportunity areas, build digital roadmaps, select strategic partners, and provide ongoing program management support.



### Growth Strategy and Enablement

We work as strategic extensions to our client organizations in their quest for market growth. Using our proprietary ADE™ framework, we help assess healthcare portfolios, develop growth strategies in collaboration with clients, and provide ongoing support to execute the growth strategy.



### DamoDigital™: Brand Transformation Solutions

Our brand transformation solutions focus on content and digitalization to enable firms with their marketing and demand generation objectives in healthcare markets. We develop suitable strategies based on a firm's position in the marketplace and help execute the plan with a team of healthcare market specialists.



### DamoIntel™: Market Intelligence and Advisory Services

We are partners to technology firms that seek to remain on top of the information deluge, separate signal from noise, and focus on the critical pieces of market information. We combine public information, proprietary databases and custom research for targeted insights that drive strategic and operational decisions.

## Founded in 2012

### Focused on Healthcare Technology Markets

Leadership background in global technology consulting firms, healthcare technology startups



### Technology Strategy

Implementing a digital transformation strategy requires developing a robust digital technology platform which comprises a tightly integrated set of tools and services. We help healthcare organizations assess technology platform choices and select the right partners to execute the strategy.



### Thought Leadership Content Solutions

Thought leadership separates the leaders from followers in any industry. We work with clients to develop thought leadership content and strategic communications programs that position them as leaders in the space, differentiate their product or solution, and increase brand visibility and awareness.



### Digital Marketing and Demand Generation

The nature of technology buying has changed dramatically in the last few years. Most buyers engage digitally till well into the cycle before meeting with sales personnel. We work with clients to develop digital marketing programs to expand the top of the funnel using social media, marketing automation, newsletters and other channels drive inbound interest, and expand the pipeline.