

POSITIONING & MESSAGING STRATEGY

PPM Software - USP & Market Positioning

Healthcare software positioning / proposition development

The upstream positioning work that shaped the later PPM website proposition.

THE BRIEF

Explore alternative positioning routes for PPM practice-management software, moving beyond software functionality to the outcomes that matter to consultants, practice managers and medical secretaries.

MY ROLE

USP development · Positioning alternatives · Benefit hierarchy · Messaging · Headline development

AUDIENCE

Private consultants, clinicians, practice managers and medical secretaries.

APPROACH

Identify four customer-value territories - ease of use, better care, productivity and patient focus - and connect each to product characteristics and everyday practice outcomes before developing headline routes.

PORTFOLIO NOTE

This PDF contains selected extracts from a larger positioning and messaging strategy project. The extracts have been chosen to demonstrate the strategic approach, development of alternative propositions and style of the copy without reproducing the complete project.

01 / STRATEGIC EXTRACT

Move from product features to human outcomes

The strategic work reframes practice-management software around time, adoption, patient care and practice efficiency rather than technical functionality alone.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

Easier For All Staff To Use

The simple user interface, and step-by-step prompts make it quick and easy to accomplish 90% of the everyday tasks that normally drain your time.

Let Your Team Deliver Better Care

Dramatically reduced time spent on manual tasks improves admin efficiency... This frees-up time for more valuable patient-facing work.

Put More Focus On The Patient

PPM dramatically speeds-up (or automates entirely) nearly all of the time-consuming tasks and daily routines of your practice.

END OF COPY EXTRACT

THE THINKING BEHIND THE WORK

The value here is not simply the finished headline. It is the process of identifying alternative customer-value territories, linking each promise to a credible reason-to-believe, and turning the strongest routes into market-facing propositions that can be compared and tested.

02 / STRATEGIC EXTRACT

Develop alternative proposition routes

Several territories are expressed as complete positioning ideas so the business can compare strategic directions before committing to website copy.

ACTUAL PROJECT COPY - SELECTED EXTRACTS

The simplest practice management system on the planet

So all staff save time, and patient experience improves.

The ideal solution for time-strapped, busy clinicians and medical secretaries

Simple to use, with automated tasks and workflows, to deliver better patient care and sustainable growth.

Take control of practice efficiency

Make more time for patients, and drive incremental growth.

END OF COPY EXTRACT

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