LatentView
Actionable Insights • Accurate Decisions

CASE STUDY

Improving Market Performance Analysis for a Leading US Healthcare Appointment Platform



Industry: **Healthcare and Life Sciences** | Domain: **Marketing Analytics**

THE IMPACT

78% ↓
LESS MANUAL TIME
PER CLIENT, PER TASK

+258
BOOKINGS FOR
A NEWLY OPENED CLIENT

CLIENT

A leading US-based online medical appointment booking service for patients to book and doctors to advertise their appointment slots.

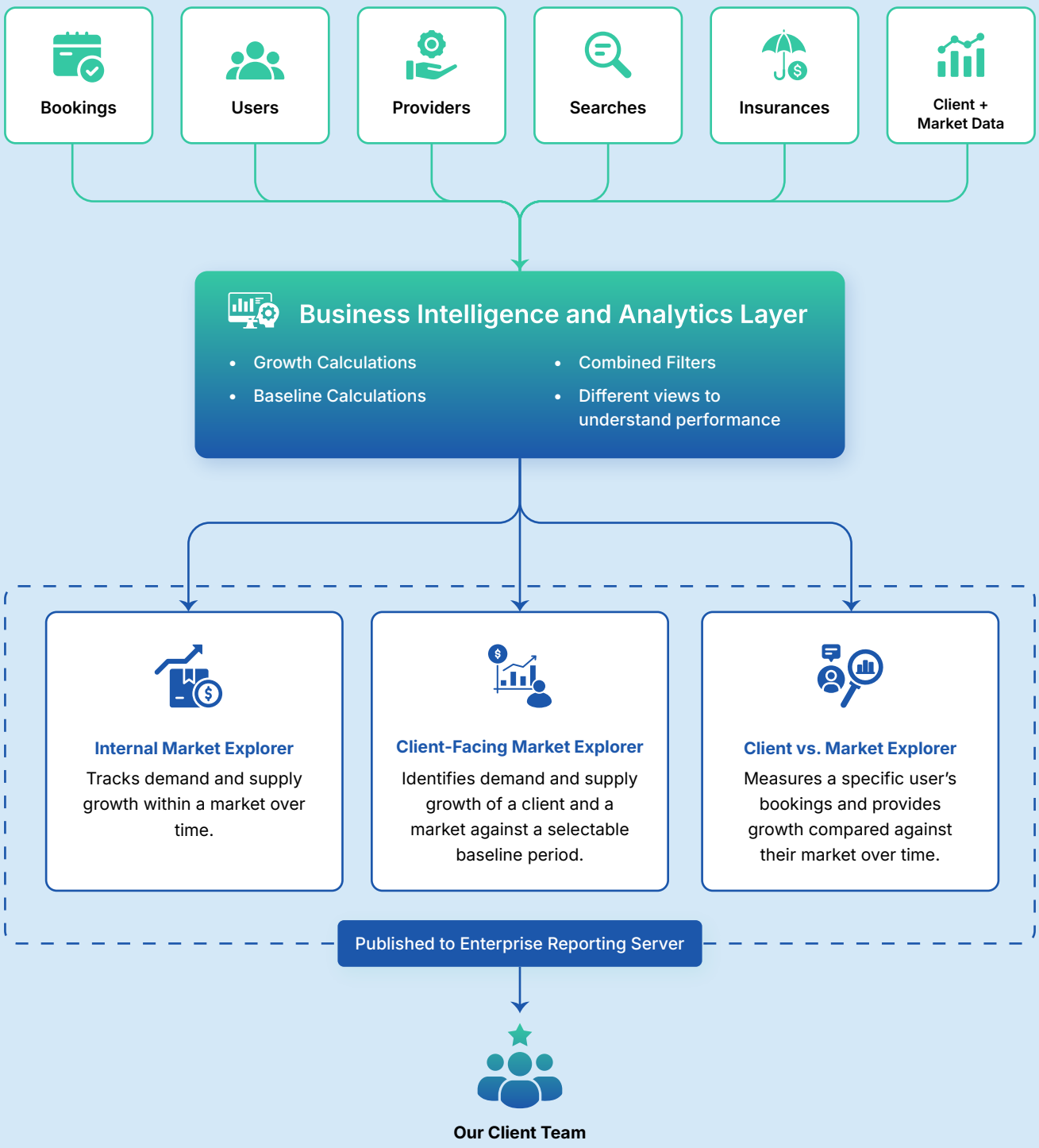
CHALLENGES

Our client lacked a clear way to **analyze market growth and performance**, and had to navigate multiple disconnected dashboards.

The LatentView Approach

HERE'S WHAT WE DID

We built a **market-level dashboard** to act as a workbook that allows sales and business teams to **get market performance insights.**



BUSINESS OUTCOMES

78%
reduction in manual time per client, per task, cutting up to 1.5 hours of research.

+258
bookings in the first two months after a new client launched in two Core-Based Statistical Areas (CBSAs).

Combined
demand and supply metrics in one dashboard, updated daily.

Enhance your market growth strategies with actionable insights.

LET'S TALK →

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