

# Virtual OfficeWare Hits Growth Targets

## Cross-functional Alignment and Customer-Centric Execution Key



“GrowthTera helped us shift our execution from ‘good’ to ‘Wow’. This was key to helping us achieve our growth targets and build customer loyalty.

**Joe Macies**  
CEO, Virtual OfficeWare  
Healthcare Solutions



### Services:

- Growth Readiness Assessment
- Purpose, Vision, and Values
- Customer Persona Development
- Customer Journey Mapping
- Customer Wow Council

### Results:

 <p><b>INCREASED REVENUE</b></p> <p>Achieved revenue growth targets</p>	 <p><b>GROWTH CULTURE</b></p> <p>Unified around purpose, vision, values and strategy</p>	 <p><b>CUSTOMER RELATIONSHIPS</b></p> <p>Deep insight into customer needs and expectations</p>	 <p><b>EXECUTION</b></p> <p>Cross-functional collaboration to achieve ‘Wow’ execution</p>
--	---	---	--

## About Virtual OfficeWare Healthcare Solutions (VOWHS)

Virtual OfficeWare Healthcare Solutions leads physicians into a new era of medicine through innovative technologies designed to enhance patient care outcomes. Our Electronic Health Records and Practice Management through Centricity Practice Solution helps you achieve Meaningful Use and streamline your practice's activity.

[www.vowhs.com](http://www.vowhs.com)

“GrowthTera's process allowed us to step back and put all the pieces into perspective. They gave us a blueprint to deliver outstanding execution which helped us achieve our growth goals.”

**Jerry Looney**  
COO

## About GrowthTera®

GrowthTera helps B2B companies maximize revenue growth. We transform Sales, Marketing, Customer Success and Revenue Operations teams into a finely tuned **Integrated Revenue Engine™**.

# The Challenge

In the highly competitive world of electronic health record and practice management software to help doctors better run their office, we had ambitious plans to grow. As one of GE's largest VARs reselling GE's Centricity software, our software was known for being the most comprehensive in the industry. We were growing into new market segments and needed everyone aligned on what was needed to be successful. We knew that moving performance from "good" to "Wow" was key to our success. This meant gaining a deep understanding of our customers, and making sure that we excelled in execution.

# What GrowthTera Did To Help

## Growth Readiness Assessment:

GrowthTera conducted a detailed assessment of our growth readiness, collecting perspectives from across the organization. GrowthTera nailed it. Their detailed Growth Assessment illuminated obstacles and opportunities for growth, and identified exactly what we needed to achieve exceptional execution. Their workshops helped us understand the root causes of what was holding us back and create an action plan for moving forward that everyone supported.

## Integrated Revenue Engine™ Services:

### Go-To-Market

GrowthTera helped develop a common understanding of our customer through the use of personas. They taught us how to interview customers, and provided us with scripts, training, coaching and practice workshops. Their Customer Journey Mappings workshop helped people across the organization better understand what our customers go through at each stage of their journey and how we as a company engage and respond. This reinforced the important roles that everyone plays in supporting the customer and helped us identify opportunities to wow customers at key "moments that matter".

### Alignment

Their process united the entire management team to support our growth strategy. GrowthTera's workshops created alignment across the functions and helped us to articulate powerful new statements of our mission, purpose, vision, and values.

They gave us a new way to increase alignment by using a common language and raising the bar for how we interact with each other and our clients.

### Execution

GrowthTera supported us with the execution of our action plan, including changes to our processes, metrics and communications. This included setting up a cross-functional Customer Wow Council to oversee the initiatives, review results and facilitate collaboration to better serve our customers.