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TFMG Launches New Service for Healthcare IT Vendors

[HealthMEDX](#) Uses TFMG's Win-Loss Results to Revamp Sales Process

June 9, 2009. Lynchburg, VA. The Friedman Marketing Group (TFMG) proudly announces a new service offering for healthcare technology and service vendors, win-loss analysis. The new service uncovers gaps in the sales process and provides valuable insights into a vendor's competitive position, marketing messages and brand identity. "In a down economy, companies should get back to basics where sales and marketing are concerned, win-loss analysis is one of these basics," mentions Beth Friedman, President, TFMG.

"TFMG's win-loss analysis helped us validate a number of key assumptions and steered process changes in practically every step of our sales process," mentions Aaron Brandwein, Vice President, Sales and Marketing, HealthMEDX. Based on TFMG's findings, Brandwein simplified product names and messages, shored-up sales coverage, and adjusted product presentations.

According to Brandwein, TFMG was extremely responsive throughout the process and provided the groundwork for a successful project. "Our firm took complete ownership of the project by tweaking scripts, incentives and format as necessary to get better response—and results," mentions Beth Friedman, RHIT, President, TFMG. "It was reassuring to know the project was covered and we didn't have to worry or get involved," concludes Brandwein.

Healthcare companies are welcome to learn more about TFMG's win-loss analysis service by contacting the company directly at: 888.884.8364.

About TFMG

TFMG provides industry-focused marketing expertise to healthcare technology and service companies. Started in 2004, TFMG offers a wide array of marketing services including public relations, thought leadership, new media marketing and lead generation. All team members have career backgrounds in healthcare and possess solid media, industry leadership and national association relationships. For more information about the company, visit their website at: www.tfmgcom.com.

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