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Ingenious Med Selects Sage Growth Partners for Strategic Marketing Services
Leading healthcare IT company taps Sage's industry expertise for demand generation

Baltimore, MD – November 20, 2017 – Sage Growth Partners (SGP), a Baltimore-based healthcare research, strategy, and marketing firm today announced that leading healthcare IT company Ingenious Med has selected it for strategic marketing services. Ingenious Med simplifies clinical workflows for providers through a scalable, cloud-based web and mobile application.

Based in Atlanta, GA, Ingenious Med is used in one out of every six hospital encounters. The point-of-care application makes it easy for practices to maximize charge capture, reduce costs, gain real-time visibility into clinical operations, and take advantage of MIPS regulatory opportunities, wherever they are along the spectrum of volume-to-value. It also enables advanced care coordination and communication, increasing the efficiency and quality of care. The marketing engagement with SGP will aim to create brand awareness, generate demand, and accelerate deals for Ingenious Med.

“The healthcare market has become increasingly complex with the transition to value, escalating cost pressures, and industry consolidation,” said Robin Hackney, Chief Marketing Officer at Ingenious Med. “This has made it harder to break through the noise and communicate the demonstrable positive impact Ingenious Med has on the bottom line. By working with a partner like SGP, we can bring useful content to our current and prospective customers to help them address their most pressing issues. And, where relevant, showcase how Ingenious Med can help.”

“Physicians’ time at the point of care is being squeezed by the need to document increasing amounts of information,” said Boh Hatter, SGP Chief Marketing Officer and General Manager, Marketing. “The completeness and accuracy of that documentation impacts the practices’ finances and the patient’s care. Ingenious Med allows physicians to quickly and accurately record information and collaborate across teams, maximizing the financial health of the practice, and the health of the patient. This is at the core of Ingenious Med’s purpose, and it’s what our multi-disciplinary marketing team will apply at the center of the campaigns we will develop and execute. We believe Ingenious Med has a compelling product and value proposition, and look forward to helping them build their pipeline and grow their reputation in the industry.”

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About Ingenious Med

Ingenious Med develops best-of-breed health care IT solutions that enable health systems and practices to simplify clinical workflows, optimize patient care outcomes and improve financial performance. In its 17-year history, Ingenious Med's mobile charge capture and care coordination application has facilitated more than 150 million patient encounters across 80 percent of the country's largest health systems and physician management companies. Continuing innovation and a growing user base of almost 50,000 have resulted in the company's inclusion in the Inc. 5000 for five consecutive years. In addition to providing healthcare technology, Ingenious Med's Professional Services team assists with the implementation and utilization of new solutions to ensure practices experience enhanced physician productivity, real-time visibility into clinician operations and an increased return on their EHR investments. To learn more and request a demo of its application, visit www.IngeniousMed.com.

About Sage Growth Partners

Sage Growth Partners accelerates commercial success for healthcare organizations through a singular focus on growth. The company helps its clients thrive amid the complexities of a rapidly changing marketplace with deep domain expertise and an integrated application of research, strategy, and marketing.

Founded in 2005, Sage Growth Partners is located in Baltimore, MD and serves clients such as GE Healthcare, Philips Healthcare, The Healthcare Association of New York State, Healogics, Quest Diagnostics, Qlik, and Legacy Community Health. Visit us online at www.sage-growth.com.