

CASE STUDY

INTELEHEALTH

Founded in 2016, Intelhealth is a technology non-profit organization improving access to health care in underserved regions. **At least half the world's population lacks access to essential health services.** Intelhealth provides a free, open-source telemedicine platform to health organizations, including hospitals, NGOs, and local governments, that empowers last-mile health workers via a digital assistant and remote access to doctors to reach underserved, rural patients.

THE CHALLENGE

Implementation of the Intelhealth platform requires partnership with a health organization. In 2020, Intelhealth was facing two big challenges in scaling and expanding their impact:

- 1. Difficulty engaging high-level, government partners.** In India, Intelhealth was working at the district-level but struggling to land larger, state-level deals. It was hard for them to break through the “noise” of the many offers to government entities, even with a no-cost solution.
- 2. Struggling with huge influx of inquiries.** Intelhealth was receiving as many as 25 inbound inquiries every day from companies wanting to leverage their technology, and it was difficult to qualify and prioritize these inquiries.



How do you create bigger partnerships and sift through a wide range of opportunities to thoughtfully scale your impact?



We have loved switching from what we now see as transactional selling to become far more engaged with our partners.

- Dr. Neha Verma, Co-founder and CEO

KEY PROBLEMS

We engaged Intelhealth leaders, sales personnel, and partners in a remote discovery and found two fundamental restraints to growth:

1

The partnership team would pitch quickly, then jump into a platform demo.

Team members were pitching too much information too early in the process, assuming the customer fully understood their problems and leaving them to “connect the dots” on their own about how their problems could be solved by the Intelhealth platform.

2

The partnership team felt frustrated and disappointed in their results.

Many reported deep feelings of desperation, self-doubt, and low confidence in the sales process. Some felt they were simply “going through the motions,” convinced that what they were trying wasn’t going to work.

SOLUTION

We consulted with Intelhealth leadership, using the discovery findings to guide their strategic decision-making and build a program to transform the way the team engaged with prospects. It featured:

1. **Strategic consultation** to laser-focus the team – in India, aiming at larger partnerships with state-level government entities; outside of India, focusing on NGO partnerships. Updates to the website reflected this strategy to discourage inquiries from organizations outside this strategic focus.
2. Creation of the **Intelhealth sales framework and skills**, trained via a weekly series of live, remote workshops, allowing the team to apply their learnings in real-time each week.
3. A **problem-led sales conversation** that deeply engages prospects in talking about problems they have and what it is costing them, *before* building out an Intelhealth solution to address those problems.
4. **Training in attitude management** – how to manage mindset, get rid of ‘impossibility’ thinking (*“this won’t work, we can’t get more time for better engagement,” etc.*), and shift into a mindset of **possibility**.

RESULTS

GROWING PARTNERSHIPS IN INDIA

Within the first 18 months of engagement, Intelhealth moved from district-level partnerships to securing 3 large, state-level partnerships (**covering a rural population of more than 50 million people**).

525% INCREASE IN HEALTH CONSULTATIONS

Intelhealth grew from 160,000 consultations in 2021 to **1,000,000 in 2022** through the onboarding of new partnership agreements, expanding their impact by 525% in one year.

THOUGHTFUL, SELECTIVE GROWTH ABROAD

Intelhealth strengthened and built new partnerships with NGOs to spread their impact abroad, including **UNICEF (Kyrgyzstan), Médecins Sans Frontières (MSF, Iraq), and Syriana (Syria)**.



MORE WINS & NEXT STEPS

WRP helped Intelhealth learn how to **stop rushing demonstrations and chasing partners**, and start leading their prospects with engaging conversations of the problems they face to help them make well-informed partnering decisions.

Before, the team experienced loss of confidence, low morale, and dips in attitudinal performance when they ran into blocks in the sales process. Now, they have tools to address these blocks, manage their mindsets, see possibilities where they didn’t previously, and stay **aware, attentive, resilient, and present in their work**.

Intelhealth also applied WRP’s DQ Sales® problem-led sales framework to their fundraising conversations, resulting in a **120% increase in fundraising revenue from 2021 to 2022**. Looking forward, they are focused on executing a product roadmap that will further simplify their technology to enable more partnerships, both at a national level in India and in further markets abroad.

“**Fundraising is also about building partnerships. We use the DQ Sales stages in guiding conversations with donors and partners, ensuring that we take each of them through the problem-led process.**”

- Nishant Pratap, Sr. Director – Partnerships & Fundraising



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