

MEDTECH CASE STUDY

Driving MedTech Tender Success: Strategic Bid Management Transformation with Sphere 6

OVERVIEW

Our client was a Scandinavian SME boasting an impressive annual turnover of \$9.4M. As a beacon in the e-Health sector with over 30 years of seasoned experience in cardiology and medical technology, they combine expert knowledge in medical technology and clinical expertise with adept know-how in wireless communication and IT, delivering pre-hospital, out-of-hospital, and public access solutions to a global clientele.

Despite being a well-established supplier of pre-hospital solutions to national and regional ambulance services, they found themselves grappling with a less defined tender process, occasionally resulting in final bids that lacked the requisite detail to outshine in a fiercely competitive market, and the structure to clearly track profitability on successful bids.

Yet, as you will see, a transformation was about to strengthen their market position...



“Sphere6 was instrumental in winning multiple contracts in the UK and APAC markets, demonstrating dedication and a strong market knowledge.”

- Former CEO, MedTech Provider



SOLUTION

Sphere 6 stepped in, to steer them toward a **streamlined tender process**, leveraging a blend of 23 years of project, operations, and tendering experience to craft a **structured, bespoke process**.

Gaps identified through health-check

- Market analysis
- Bid structure
- Finance Model
- Response management
- Tender governance

Resulting actions taken

- ✓ Market evaluation
- ✓ Process re-engineering stage
- ✓ Bid management responsibilities for this and 3 new bids.

This **collaborative journey** involved extensive engagement with the client management team, ensuring alignment with the new bid requirements and securing board-level approvals as necessary.

Sphere 6 devised a **novel bid finance model**, facilitating automated reflections of cost changes throughout the offer, coupled with the generation of updated EBITDA for board approval.

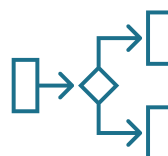
RESULTS



**£19.2M
Revenue**



**+77%
Increase**



**Embedded
Processes**

CONCLUSION

In the wake of identifying critical gaps in their tender process, this seasoned player in the e-Health domain partnered with Sphere 6 to overhaul their bid management approach. Through an intensive collaborative effort, Sphere 6 leveraged its extensive expertise to fortify their tender processes, introducing robust mechanisms for market analysis, bid structure, and financial governance.

This transformation transcended mere procedural adjustments, ushering in a culture of precision and excellence. Consequently, the company witnessed a significant upswing, **securing contracts worth £19.2M** and representing a **77% increase in new revenue** over a span of four years.

This formidable partnership has not only propelled them to new levels of success but has also positioned them as a beacon of adaptability and innovation in the e-Health sector, illustrating the remarkable outcomes of blending strategic insight with action.

Are you ready to redefine the boundaries of success in your industry? It's not just about winning bids, but shaping a future defined by growth and remarkable success. Reach out to us today and embark on a **transformative journey** with Sphere 6.

