

Understanding the potential for mobile: strategic consultation & channel recommendations



We worked with The Christie, the largest cancer centre in Europe, to develop the business case for a series of mobile strategies for improving engagement with patients at different stages of treatment. We ran workshops with stakeholders, conducted surveys and interviews to identify their needs and expectations, performed competitor analyses and identified broader market trends. We set forth a series of actionable recommendations for product development and go-to-market solutions in a report submitted to the Board of the Trust.