

C A S E S T U D Y

Strategic Acceleration in Telehealth

AI-Augmented Strategy for a Middle-Market
Telehealth Weight Management Platform

The logo for Amplifyer, featuring the word "Amplifyer" in a bold, sans-serif font. The letter "A" is stylized with a blue-to-white gradient and a white swoosh that extends to the left.

A P R I L 2 0 2 6

PROBLEM CONTEXT

In early 2026, a middle-market telehealth company focused on weight management and metabolic health found itself at a strategic inflection point. The business had achieved significant growth, building a large and engaged patient base supported by a multi-product portfolio and a scalable virtual care model. As the market evolved—with increasing competition, shifting regulatory dynamics, and rising customer acquisition costs—the leadership team began to focus on how to sustain growth, improve unit economics, and expand into adjacent value pools.

The organization had already established a clear strategic direction, with leadership actively exploring opportunities to deepen patient relationships, expand product offerings, and improve lifecycle value. As a newly appointed strategist—bringing experience from **McKinsey** and senior strategy roles within **Fortune 500 financial institutions**—I was tasked with accelerating this effort: quickly building domain fluency in a new industry, pressure-testing existing strategic priorities, and helping translate high-level ambition into actionable growth pathways.

Amplifyer proved to be a powerful complement—significantly accelerating time-to-insight, expanding the range of strategic options considered, and enabling more rapid iteration from hypothesis to actionable plan.

Through an Advisory Board introduction, I was given early access to Amplifyer, an AI-native strategy and intelligence platform designed to enhance strategic decision-making. Despite my background in structured problem-solving, market analysis, and enterprise strategy, Amplifyer proved to be a powerful complement to traditional strategic methods.

USE CASES

USE CASE 1

Accelerating Onboarding and Industry Understanding

GOAL

Rapidly develop a working understanding of the telehealth weight management ecosystem, including market structure, competitive dynamics, regulatory considerations, and core economic drivers.

AMPLIFLYER OUTPUT & INSIGHTS

Amplifyer synthesized a comprehensive sector and competitive landscape, distilling complex and fragmented information into a clear, structured view of the market. The analysis highlighted key dynamics such as evolving competitive models, rising customer acquisition costs, regulatory shifts, and the importance of lifecycle engagement and retention.

OUTCOME

Reduced onboarding time from weeks to days while enabling immediate participation in executive-level strategy discussions with structured, high-confidence insights.

USE CASE 2

Building a Near-Term Go-To-Market Expansion Strategy

GOAL

Develop a near-term go-to-market strategy to expand into adjacent therapeutic and wellness offerings.

AMPLIFLYER OUTPUT & INSIGHTS

Amplifyer reframed expansion as a lifecycle-driven opportunity, emphasizing internal patient base activation, retention, regulatory positioning, and operational considerations. It also quantified how modest improvements in conversion and retention could drive meaningful financial impact.

OUTCOME

Accelerated development of a viable strategy and shifted thinking from product launches to integrated lifecycle value creation.

USE CASE 3

Defining a Long-Term Strategy in the Medicine 3.0 Landscape

GOAL

Develop a long-term strategy to diversify the business model and positioning.

AMPLIFLYER OUTPUT & INSIGHTS

Amplifyer identified a shift toward longitudinal care models, emphasizing diagnostics, patient data utilization, and integrated service offerings to increase retention and lifetime value.

OUTCOME

Elevated the strategic conversation toward long-term transformation while maintaining alignment with near-term execution priorities.

Use Case	Goal	Key Outcome
1. Industry Onboarding	Build domain fluency rapidly	Weeks compressed to days
2. GTM Expansion	Near-term adjacent market strategy	Lifecycle-driven value creation framework
3. Long-Term Positioning	Medicine 3.0 strategy	Elevated strategic objective to transformation

CONCLUSION

Across all use cases, Amplifyer functioned as a **strategic accelerator**—enhancing traditional strategic thinking by accelerating insight generation, expanding solution spaces, and enabling faster execution.

KEY TAKEAWAY

For experienced strategists, Amplifyer serves as a force multiplier in navigating complex and evolving markets—accelerating the journey from hypothesis to actionable plan while expanding the range of strategic options under consideration.